

THE LIBRARY OF THE
SEP 27 1964
UNION THEOLOGICAL SEMINARY
NEW YORK CITY

Christian Herald

OCTOBER 1954



Here, in one beautiful volume,
is all you need to read
and teach the Bible
with clarity
and understanding.



**What authorities say about
HARPER'S
BIBLE DICTIONARY**

"I commend it to every clergyman, every Sunday-school teacher, indeed, to everyone who has even a casual interest in the study of the World's Greatest Book."—**DANIEL A. POLING**, Editor, *Christian Herald*

"Invaluable for pastor, student, preacher, teacher."

—*Pastor's Journal*

"Bible students will be delighted with such an aid. The illustrations are superb!"—*Watchman-Examiner*

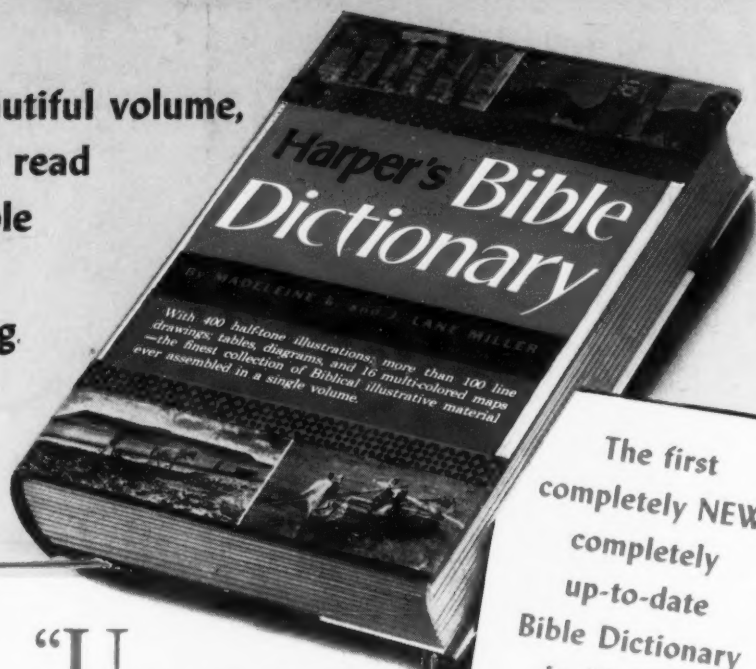
"The best of seven such dictionaries on my shelves."—**STERLING NORTH**, *New York World-Telegram & Sun*

"There is an extraordinary freshness about this entire volume."

—*Journal of Bible and Religion*

"Thorough, scholarly, valuable, up-to-date, stamped with the Millers' own peculiar genius for stating facts in a readable, popular style."

—*Church Management*



"**U**SEFUL BEYOND MEASURE" is the unanimous verdict of ministers, Sunday-school teachers, writers, editors, professors, students and just ordinary readers. You'll agree, too — in whatever class you fall — as soon as you know the satisfaction of having this storehouse of Biblical information and illumination at your fingertips.

HARPER'S BIBLE DICTIONARY is clear, compact, authoritative, up-to-date, convenient to use, and fascinating to read. In no other one-volume dictionary can you get so easily and so quickly all the known biographical, historical and archaeological facts about every significant place and person in the Bible. No need to search your library for the straightforward answer to your question of the moment. Beside you, instantly available, is all the material you need — in HARPER'S BIBLE DICTIONARY.

There is a place for HARPER'S BIBLE DICTIONARY in every Bible-reading household. It's a great book to give, a joy to own. So see your bookseller NOW about this unrivalled aid to understanding the Bible.

The first
completely NEW
completely
up-to-date
Bible Dictionary
in 30 years!

**HERE ARE A FEW
OF THE FEATURES:**

800,000 WORDS

**3,015 INFORMATION-
PACKED ARTICLES**

**424 HALF-TONE
ILLUSTRATIONS**

**107 ORIGINAL
LINE DRAWINGS**

**16 PAGES OF
MAPS IN COLOR**

**PRONUNCIATION
GUIDE**

**CLEARLY PRINTED,
IN TWO COLUMNS,
ON COATED PAPER**

**BOUND IN
LIBRARY BUCKRAM**

**NEARLY
900 PAGES**



Harper's Bible Dictionary

By MADELEINE S. and J. LANE MILLER

At all bookstores • \$7.95 • Thumb-indexed \$8.95

HARPER & BROTHERS • 49 E. 33rd St., New York 16, N. Y.

NOW!
The Greatest
HOSPITALIZATION
VALUE
EVER OFFERED



Smiling and healthy today — in a Hospital bed tomorrow! It can happen to you, and with shocking suddenness!



Sky-high Hospital bills can wreck your life savings if you don't have enough Hospitalization. Mail Coupon Below!



Look ahead! Think what a blessing it will be to fall back on a reliable help with those Hospital bills. ACT NOW!

PROTECTS YOU and YOUR FAMILY
IN CASE OF SICKNESS or ACCIDENT . .

No Time Limit HOSPITAL PLAN

PAYS BENEFITS FOR **FULL STAY** IN HOSPITAL

COSTS ONLY

**Pennies
a Day**



**This Policy is Sold
Only By Mail . . . It's
Good Anywhere in
U.S. and Possessions!**

If sickness or accident puts you in a Hospital bed — you'll look back and thank your lucky stars you were wise enough to take out the "NO TIME LIMIT" Policy. It's the sensible, practical way to protect your own bank account against the onslaught of high Hospital costs. Ask anyone who's been through a siege of Hospital bills. They'll tell you what a comfort it is to have good, safe Hospitalization to fall back on. And we offer you so much more for your money. So ACT TODAY! Do it before trouble strikes.

YOU CAN GET MATERNITY

For slight extra cost husband and wife can have a MATERNITY RIDER attached to their regular Policy and this will entitle the couple to a liberal Benefit for childbirth confinement and care.

SO SUDDEN!



WE PAY CASH DIRECT TO YOU

IN ADDITION TO WHAT YOU MAY COLLECT FROM OTHER INSURANCE

Go to the Hospital for a day, a week, a month, a year or longer — your "NO TIME LIMIT" Policy pays Benefits just as long as you stay — **there's absolutely no time limit!**

My, what blessed help! What's more, the "NO TIME LIMIT" Policy pays off in cash direct to you — regardless of what you may collect from any other insurance policy for the same disability, including Workmen's Compensation. This is important — it means you can carry the low cost "NO TIME LIMIT" Policy IN ADDITION to any other insurance — then collect two ways in case of Hospital

confinement. This is the way practical minded folks are protecting their savings against today's sky-high Hospital bills.

So be wise! If you're already insured with one Policy — get the "NO TIME LIMIT" Policy for vital EXTRA protection. Of course if you're not insured at all, then by all means get this Policy just as fast as you can — before it's too late.

ACCIDENTAL DEATH, SURGERY, POLIO INCLUDED

This is truly the opportunity of a lifetime. We give you more coverage, better coverage, longer coverage at a low cost you can easily afford. The "NO TIME LIMIT" Policy "thinks" of everything. You get generous Hospital Room and Board Benefits for sickness or accident (rest homes, sanitariums and Govt. Hospitals excluded) . . . you get Cash Benefits for 73 Surgical Operations . . . Lump Cash for accidental death . . . Cash Payment for loss of eyes, hands, feet . . . special Polio Protection, plus still other valuable coverages. Maternity Rider is available at slight extra cost. There's no waiting period for benefits to start. One Policy covers individual or entire family, birth to age 75. You'll see the low costs in the booklet we send you. Remember — all benefits are paid in CASH DIRECT TO YOU. DON'T TAKE CHANCES — BE PROTECTED. Send for our FREE BOOK which tells all about this remarkable, low cost insurance value.

DON'T WAIT TILL IT'S TOO LATE! ACT NOW!

HAPPY DAY!



POLICY BACKED BY STRONG RELIABLE COMPANY
Our growth and strength lies in the good service we give our Policyholders. We do business in all 48 states and U. S. possessions. Claims are paid promptly in strict accordance with Policy provisions.
LIFE INSURANCE CO. OF AMERICA
Wilmington 99, Delaware

WHO'S NEXT?



**Mail
Coupon
for**

**FREE
BOOK**

**NO OBLIGATION
NO AGENT WILL CALL**

RUSH COUPON FOR VALUABLE FREE BOOK

LIFE INSURANCE CO. OF AMERICA

Dept. 1054-C, Wilmington 99, Del.

Please send me, without obligation, full details about your new, low cost NO TIME LIMIT HOSPITAL Plan. No agent will call.

Name

Address

City Zone State

Under Cover. Conrad Moulton, cover artist who brushed into view those hardy samples of farm bounty, hails from Long Island, site of many hardy farms. In June, the girl-daisy-dog color photo cover which we attributed to L. Willinger from Shostal, was really the work of Theda and Emerson Hall from Globe Photos. For our simultaneous error of commission and omission, our apology.

Literary Uprooter. Francis D. Nichol is the author of numerous works, among them "The Midnight Cry," a history of the 1840 religious movement called Millerism. Out of the alleged fanatical excesses of the Millerites has grown up a colorful, fantastic and stubborn bit of American folklore. Mr. Nichol exposes the ludicrous foundation of this folklore in his book, mentioned above, and in his authoritative article, *Phantoms in Ascension Robes*, which appears on page 29.

Relaxed Crusader. Norman E. Nygaard raised the roof in Steubenville, Ohio, some years ago, vigorously crusading against organized gambling. More recently he has raised funds, heading a firm in California that specializes in church campaigns. A Presbyterian minister himself, he brings a distinct know-how (and know-why!) to his business. Author of several novels—one a Book Shelf selection—religious plays, devotional books and articles, he says he writes "for relaxation." But it's inspiring, not relaxing, reading you will find in Mr. Nygaard's article, *The Blind Can Lead the Blind* (p. 27).

Cookie Jar Custodian. Ponders Florence McElwain, "There is nothing especially glamorous about my life. Before my two boys arrived (they are now 17 and 20), I was a foster mother for children who were wards of the county. Since then, my life has followed the pattern of a million other American mothers, washing, ironing, keeping the cookie jar filled, being ready to listen and sometimes to advise or be advised, knowing inside that being a mother is the most wonderful thing in the world. Conquering from a long illness, I took up writing. The idea for *A Song for Amos* (p. 25) came to me at church one Thanksgiving evening. . . . I often wonder how Amos is getting along in his new role of benefactor. I have an idea he still grumbles a bit . . . but not too seriously."

News of November. A startling, exclusive look behind the Iron Curtain, *God's Underground in Russia*, by one who was there, Faith Baldwin and a thoughtful meditation on thanks giving. A down-to-the-problem piece, *What to Do with Hurt Feelings*. A big Christmas Book Section, topped by an informative article about books, by Edwin Balmer, and a get-acquainted profile of the homespun Kentucky mountain poet and novelist, Jesse Stuart. All this and much more!

Christian Herald

A FAMILY MAGAZINE, independent and interdenominational . . . dedicated to the promotion of evangelical Christianity, church unity, religious and racial understanding, world peace, the solving of the liquor problem, the service of the needy at home and abroad, and in cooperation with all who seek the establishment of a more Christian world.

DANIEL A. POLING, Editor

CLARENCE W. HALL, Executive Editor

KENNETH L. WILSON, Managing Editor

MICHELE de SANTIS, Art Editor

Associate Editors: ELLA J. KLEIN • BEVERLY HERRING • DON ROMERO

Contributing Editors: JANE KIRK, Woman's Place in the Church • JOHN W. McKELVEY, Meditations
AMOS JOHN TRAYER, Sunday School Lessons • BETTY JUNG FITZSIMMONS, Children's Page
GABRIEL COURIER, News • GOLDA BADER, JEANNE BRADBURY, Motion Pictures • C. HARRY
ATKINSON, Church Building Consultant • Assistant to the Executive Editor: MILDRED CONKLIN •
Editorial Assistant: VIRGINIA SNYDER • Art Assistants: ROSE RUSSO • ELAINE KONEN

OCTOBER, 1954

ARTICLES

- Sumacs, Sumacs!.....Delbert Lean 6
You Can Travel Cheaper on the Water Wagon.....Cyril E. Bryant 19
From a Traveler's Sketchbook.....Ruhamah Reed 20
The House That Love Built.....Ruth Fisher 22
The Blind Can Lead the Blind.....Norman E. Nygaard 27
Success Does Not Need Genius.....J. C. Penney 28
Phantoms in Ascension Robes.....Francis D. Nichol 29
Sign Language in the Sanctuary.....Alan Bradford Hutchinson 61
Your Church Needs a Second Organ.....Warren R. Scott 64
They Stretched Their Remodeling Dollar.....C. Harry Atkinson 72
We Put Audio-Visual Aids in Our Blueprints.....William S. Hockman 76

FICTION

- A Song for Amos.....Florence McElwain 25

SERMON

- Act As If.....S. M. Shoemaker 31

REGULAR FEATURES

- | | |
|------------------------------|------------------------------------|
| Questions and Answers..... 4 | Visual Aids for the Church..... 68 |
| 'I Remember'..... 8 | Church Building Questions..... 81 |
| News Digest..... 11 | Sunday School Lessons..... 87 |
| Editorial..... 18 | Spice of Life..... 93 |
| Poetry..... 26, 30, 34, 59 | Book Reviews..... 94 |
| Daily Meditations..... 42 | Motion Pictures..... 100 |
| Woman's Place..... 48 | Back Talk..... 102 |

Cover: Painting by Conrad Moulton

ADDRESS ALL CORRESPONDENCE TO: 27 East 39th Street, New York 16, N. Y.

FORD STEWART, Publisher

FREDERIC C. DECKER, Associate Publisher

CHARLES A. JOHNSON, Advertising Director

RUSSELL ROSE, Circulation Manager • CARROLL M. WRIGHT, Director of Public Relations

WILLIAM J. McVEY, Jr., Eastern Advertising Manager

LAURENCE S. HEELY, Jr., Western Advertising Manager • ROY BATHRICK, Central Advertising Manager
35 East Wacker Drive, Chicago 1, Illinois

HUNTER-TEWKSBURY CO., 638 S. Van Ness Ave., Los Angeles • 155 Montgomery St., San Francisco 4

Copyright 1954 by Christian Herald Association, Inc. Republication of any part of contents without permission is forbidden. Subscription prices in U. S. and possessions: one year \$3, two years \$5, three years \$7. Canada and Newfoundland add 50c a year; elsewhere add \$1 a year. Single copy price 35c. Notify us promptly of any change of address, allow two months for change. Entered as Second Class Matter, January 25, 1900 at Post Office at New York, N. Y., under the Act of March 3, 1879; additional entry as Second Class Matter at Dayton, Ohio. Acceptance for mailing at special rate of postage provided for in the Act of February 28, 1928, embodied in subparagraph 4, Section 412, Postal Laws and Regulations and authorized on September 13, 1928. Published monthly at 27 East 39th St., New York 16, by Christian Herald Association, Inc. Daniel A. Poling, Chairman of the Board; Ford Stewart, President; Clarence W. Hall, Vice President; Anastasia Traynor, Secretary; Kathryn Martin, Treasurer.

VOLUME 77 NUMBER 10

CHRISTIAN HERALD

Given

TO YOUR ORGANIZATION



4 Gallon Stock Pot or Water Boiler

4 Gold Anodized Aluminum Coffee Servers

Safety Handle

Hot water and ground coffee Measuring Pitcher

Chrome Faucet

Safety Handle

THIS BEAUTIFUL COFFEE URN COMPANION SET

for Selling Only 36 Dollar Bottles M-K Vanilla

GIFT A. Your group can quickly, easily earn this 7-piece coffee urn Companion Set. You'll find the 4-gallon Stock Pot the handiest thing in your kitchen. Boil potatoes in it, open the faucet to drain off the water, and they're ready to whip. Wonderful for soup, large quantity cooking.

It's the safe, easy way to boil enough water in one utensil for a 60-cup coffee urn.

Attractive Measuring Pitcher indicates the right amount of Drip-grind coffee for perfect flavor. Four beautiful gold anodized aluminum Serving Pitchers are practical for both hot and iced drinks.



for selling only
48 DOLLAR BOTTLES
of
M-K VANILLA

MARION-KAY PRODUCTS, INC.
The House of Flavors
Dept. 4-1 Brownstown, Indiana

and this genuine M-K 60-CUP DRIP-O-LATOR COFFEE URN

GIFT B. This famous electric, portable Coffee Urn is a regular \$40 value your organization can have for just a little effort. Made of all aluminum; easy to use. Equipped with two-way switch—keeps coffee at delicious serving temperature. Fill in coupon, start earning yours today.



CLIP THIS COUPON

Check your gift choice, please:

- ☐ GIFT A (for selling 36 bottles) ☐ GIFT B (for selling 48 bottles)
☐ BOTH GIFTS (for selling 84 bottles of M-K Vanilla)
☐ Free catalog of china, tableware, other gifts

ON CREDIT Ship.....bottles of (check one) ☐ 6-oz.-M-K Pure Vanilla Flavor or ☐ 8-oz.-M-K Super Compound Vanilla. We'll sell them at \$1 each and send you the money within 2 months. You will then send us the gift checked above. Include free extra flavors to cover shipping charges. (On credit orders 2 officers must sign own names.)

CASH ORDER Ship the gifts as indicated above and.....bottles of (check one) ☐ 6-oz.-M-K Pure Vanilla Flavor or ☐ 8-oz.-M-K Super Compound Vanilla. Also include free extra flavors to cover shipping charges. Enclosed is our check or money order for \$..... We are under no further obligation.



Choice—M-K Pure Vanilla Flavor 6 oz. or M-K Super Compound 8 oz.—\$1 a bottle.

ORGANIZATION.....
 ADDRESS.....
 1st OFFICER.....
 ADDRESS.....
 2nd OFFICER.....
 ADDRESS.....

DOCTOR POLING



ANSWERS YOUR QUESTIONS

The Door to Heaven

● How can I get to Heaven? I just don't find in myself the material to come up to the goodness that is required.

WISCONSIN

C. M. N.

The answer to that question is found in Acts 16:31, "Believe on the Lord Jesus Christ and thou shalt be saved." The rest of the chapter adds important particulars. This is the answer, and it is the open door to Heaven.

Origin of Playing Cards

● I have a pamphlet that states that regular playing cards were invented by an atheist to entertain an insane king. The pamphlet further states that the purpose of the cards was to poke fun at God and that the joker represented Christ. Is there any truth in this?

CALIF.

D. D. J.

No, absolutely none. The invention of playing cards goes back into remotest antiquity, long before recorded history begins.

Fourth Marriage?

● A very estimable gentleman, whose first wife mothered his four children, two of whom are foreign missionaries, has had tragic misfortunes in two later marriages. . . . Do you think that he would be committing a sin, under all these circumstances, to marry again?

CALIFORNIA

(Mrs.) J. B.

Not a sin, perhaps—but a mistake. After all these experiences, he should give up the idea. There are some exceptionally fine homes or communities where his "loneliness" would undoubtedly disappear.

Awareness of Being a Christian

● Do you believe that one who is a Christian always knows or should know that fact? Should there be any doubt about it?

KENTUCKY

(Mrs.) G. R.

Certainly every Christian knows, or should know, that he is a Christian. This knowledge does not depend upon emotion or feeling. We have God's Word for that. Through Paul we hear His voice, "Believe on the Lord Jesus

Christ and thou shalt be saved." There is the condition, and there is the absolute assurance for you and for me.

Offensive "Literature"

● I enclose advertisements of literature that is an offense to me. Do you know the clergyman who is quoted?

MARYLAND

(Mrs.) E. M. V.

I do not know this clergyman. In my opinion, the advertisement to which you refer presents thoroughly evil material. It deliberately excites to erotic ideas and has no place in any religious publication. At the most, these books are worthless.

"The Father of Jesus"

● I heard over the radio that there are ancient manuscripts that refer to Joseph as "the father of Jesus." Do you believe this?

CALIFORNIA

F. B. J.

Certainly there are ancient manuscripts, as well as modern ones, that refer to Joseph as the father of Jesus. Manuscripts may be found referring to almost anyone as anything. But the manuscripts that are accepted as canonical and authoritative are the important ones. No Christian should be troubled by the others.

Cain's Wife

● Who was the wife of Cain?

ILLINOIS

O. D. B.

Back again! I marvel at the resiliency and power of this Cain business—and I rather enjoy answering the question. Here again is the answer:

1. I do not know.

2. I am sure that God, who created Cain and the rest of us, would have no difficulty in providing that particular wife.

Pew Name Plates

● Am I wrong in objecting to family name plates being placed on church pews?

PENNSYLVANIA

(Mrs.) J. F. B.

The matter of family names on church pews is one of family preference and, of course, for the church itself to decide. I rather like it!

Worship in a Synagogue

● Do you think that a Christian can truly worship God in a synagogue? Would this not be to deny Jesus Christ?

NORTH DAKOTA

H. E. B.

It is not for me to judge how sincere or appropriate the worship of any other person may be. I do know that I may worship wherever I happen to find myself when I turn to God in thought and prayer. Certainly the most appropriate place of public worship for a Christian is a Christian church.

Must We Kneel?

● Is it necessary for one to kneel to pray successfully?

CALIFORNIA

(Mrs.) F. M. E.

Certainly it is not necessary to kneel while praying. Many invalids and others, when desperately ill, pray prostrate in their beds. Some of my moments of intimate communion have been while walking alone in the deep forest or across an open field.

National Council Official

● I am told that the National Council of the Churches of Christ in the U.S.A. recently elected a Communist as their vice president. Is this true?

WEST VIRGINIA

D. E.

It is not true.

The Golden Streets

● What does the word "gold" mean, as used in the New Testament to describe the streets of Heaven?

CALIFORNIA

(Mrs.) A. D. N.

As used in the New Testament, "gold" is "gold"! If the literal meaning is not accepted, then "gold" could mean streets that are unutterably beautiful and glorious.

The Trinity in Heaven

● I teach a Sunday-school class. Some members of our church assert that the Trinity in Heaven will be represented by three persons. Others insist that there will be just one. What is your opinion?

IOWA

M. M.

Just one.

Church Membership

● Can a person be a Christian and not join a church? Is it right to attend church and not join?

OREGON

(Mrs.) B. L. S.

Certainly it is possible for a person to be a Christian and not join a church—possible but rather difficult, I think. Certainly it is all right to attend a church without joining, but it would be a great deal better to join.

"Hollywood Bride" WALKING DOLL

UNBREAKABLE PLASTIC

including a Gorgeous
Trousseau of

**7 COMPLETE
OUTFITS**

BUY DIRECT and SAVE!
regular \$14.95
value **\$6.95**



Coat and Beret



Sheer Nightgown



Plastic
Raincoat



Afternoon Dress



Glamorous Hostess Gown



Ballerina Costume



SHE WALKS!

SHE'S A BIG 18 INCHES TALL

SHE HAS REAL SARAN HAIR

Hollywood Bride Has Everything!

• SITS—STANDS—SLEEPS • HEAD TURNS • UNBREAKABLE
• WASHABLE FROM HEAD TO TOE • GUARANTEED MECHANISM
She's really 7 dolls in 1! She's dressed in an exquisite wedding gown of shimmering rayon satin—and has a complete trousseau suitable for any "dress-up" occasion. You can change her costume, wash and wave her hair in any style. She turns her head as she walks. Unbreakable, washable plastic body. Sparkling "go-to-sleep" eyes. She sits up and stands. Fully jointed, finely detailed, 18 in. high. You get all 7 outfits and this lovely doll at one unbelievable low price.



She Sits Up
— Sleeps!



Unbreakable
Plastic!



She
Walks!

MAGIC
SARAN
HAIR



Set Hair any Style

MONEY BACK GUARANTEE

Niresk Industries, Inc., Dept. TD-41
4757 Ravenswood Ave., Chicago 40, Ill.

Please rush glamorous Hollywood Bride doll and her 7 complete outfits at \$6.95 plus C.O.D. postage. Full purchase price refunded if not 100% satisfied.

NAME _____ (please print)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

☐ Send C.O.D. plus postage. ☐ I enclose \$6.95—ship prepaid.

FREE! Brush, Comb and Mirror with all prepaid orders.

(Canada \$8.95) Niresk,
853 Kingston Rd., Toronto 8.

© Niresk Industries, Inc., 4757 Ravenswood Ave., Chicago 40, Ill.

OCTOBER 1954

When writing to advertisers please mention CHRISTIAN HERALD



Here's why
**Keepsake
 Plates**
 are your best buy to
 raise funds and provide
 cherished mementos:

- Your choice of plate styles in many beautiful colors, designs and border patterns.
- Your church pictured as you want it by an artist's sketch which is approved by you.
- Reproduction of your church on front and historical data printed on back of plate are permanently fired in ceramic color that will never wear off.
- Dependable service by a firm that has served thousands of satisfied customers among church groups.
- Reasonably priced to allow you profitable resale prices as a means of raising funds for worthwhile projects.
- An ideal commemorative project for an anniversary or dedication. Church members will want plates to give for Christmas, birthdays and other gift occasions.
- A dignified and interesting way for your group to make money, one which will earn the appreciation of everyone who would like a spiritual remembrance of your church.

For sample plates, prices and complete details, write today to:

 **WORLD WIDE
 Art Studios**
 Covington 2, Tennessee

"NOTHING LIKE HIGLEY'S"
COMMENTARY
 famous for
22 Yrs. Triumph of
 research, scholar-
 ship and experience.
 Gives you 23 amazing
 features for mastering Inter-
 national Uniform Lessons. Order
 one for every teacher and watch
 your S. S. grow. Evangelical—true to
 the Bible. Recommended by great Lead-
 ers. 320 pages, 300,000 words. Washable
 cloth binding. Only \$2.
 Order today from your bookstore
THE HIGLEY PRESS Dept. M-15
 Butler, Indiana



ILLUSTRATOR:
 RICHARD OTT

sumacs, sumacs!

By DELBERT LEAN

YESTERDAY and today are two days I shall long remember. I took the winding road to town which leads past the cosy, hilltop home of my friend, Frank Smith. Being in something of a hurry, I didn't stop to chat—but I did notice something rather unusual about Frank's hillside. The masses of sumacs in the open field below his house were all a somber bronze. "That," I thought, "will be a brilliant display before long."

This morning on my way to church I passed Frank's house again. As I made the familiar turn in the road I came face to face with his sumac hillside. I could hardly believe my eyes. Before me was an almost incredible spectacle. The foliage of those sumacs had changed overnight into a flaming, eye-dazzling crimson.

The suddenness of the transformation was so unbelievable that I kept puzzling about it all afternoon. When I couldn't stand it any longer I rushed out to Frank's place to take another look. There was no doubt about it. The whole field was a rich, glowing red. As I drove away I began wondering if I had made a mistake. Could it have been several days since I went into town? Was it actually only yesterday that I saw the somber hue of those sumacs? Was it possible for summer to change into fall in just twenty-four hours? "I'll ask Henry," I thought, "He'll know." Henry is my next-door neighbor, and a homespun naturalist. On questions of flowers, birds and animals he is our undisputed authority.

I found him in his garden, planting tulip bulbs. "Henry, do you think fall

seems to have come on us rather suddenly this year?"

"Sure do. Never saw anything like it. When I drove by Frank's place yesterday, his sumacs were dark red. This morning I drove by again and they were a brilliant scarlet."

So I wasn't mistaken after all. That glorious transformation—the first break between the seasons—had taken place in a single night!

One reason why this seems so wonderful to both me and my wife is that for the past two years we have missed the brilliant beauty of our Wisconsin autumns. During those years we were in California, where we had to content ourselves with a fall which comes in much duller shades. We were delighted with California's mountains and majestic shores, but at this time of the year its foliage is withered and parched for want of rain which hasn't fallen in months. Once we managed to find a patch in the mountains where the hazel brush showed a vivid spot of color, and we often drove out to see it—and to dream of Wisconsin. This year, however, we are back again in our beloved state, and we're eagerly looking forward to the autumnal glories that lie ahead.

I HAVE a feeling we don't half appreciate our sumacs. True, they don't live long, they're not useful for timber or firewood, and they grow with the profusion of weeds. In the early summer only their dark-red clusters of seeds can be seen in the thickets. But come the cool, crackling days of
 (Continued on page 40)

THIS 39½¢ STORM WINDOW

protects your family all winter!

INSTALL IN 5 MINUTES

SAVE \$100 OR MORE!

JUST PRESS ON That's All!

• NO NAILS • NO HOOKS • NO SCREWS • NO TOOLS

Imagine a storm window that weighs less than 8 ounces — yet seals out wintry blasts and humidity like magic! Flexible like rubber! You can punch it, kick it, even tap it with a hammer and it springs back — never shatters! This amazing new type storm window is as **TRANSPARENT** as **CLEAR GLASS**! Not affected by snow, sleet, rain, dampness, because it is **100% WATERPROOF**. Resists climate changes — won't crack even at 25 degrees **BELOW** zero! Will pass any and all Fire Department tests! To install just press it on with dual purpose Adheso border — no nails, no screws, hooks, or tools! Costs you only pennies, yet you can use and re-use it year after year for winter protection and comfort! Try one at our risk and you'll never use old-fashioned storm windows again!

**LIFT ADHESO
BORDER
FOR AIRING**



PROVE IT YOURSELF WITH THIS SIMPLE MATCH TEST!



On a windy day, hold a lighted match just inside a **CLOSED** window. The first stiff, strong gust of wind will blow it out. NOW put up your **TRANS-KLEER** sheeting as instructed . . . you'll find out that a lit match held just inside the window will **NOT** blow out **EVEN** IF YOU KEEP YOUR **REGULAR** WINDOW OPEN!

**5
WAYS
BETTER**

1 REAL GLASS-LIKE TRANSPARENCY!
Never milky or cloudy.

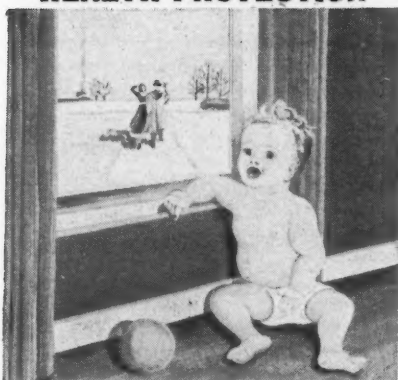
2 LOW CONDUCTIVITY —
A modern REYNOLN development.

3 WATERPROOF & FIRE RETARDANT —
conforms with all Fire Department ordinances.

4 RESISTS CLIMATE CHANGES —
never cracks even at 25 below zero!

5 RE-USABLE YEAR AFTER YEAR — takes little storage space!

LOW-COST HEALTH PROTECTION



WINTER COMFORT! You can hardly see this **TRANS-KLEER** storm window—it's wonderfully transparent, but it protects you and your loved ones from winter's cold blasts and humidity. Saves dollars, too, in fuel bills! It's your cheapest health insurance! And only 39½¢ each!

OVER ONE MILLION SOLD LAST YEAR!

Over 1,000,000 of these new type windows were sold last winter alone. We invite you to try one, too, entirely at **OUR RISK**—no obligation whatsoever for you! When you have tried one, when you see how easily and quickly it goes on, when you've **TESTED** it, you'll never again use the heavy, bulky, old-fashioned kind! No more back-breaking installation! No more broken glass to contend with! No more storing problems—at winter's end just fold away like **CLOTH** for the following season—year after year! Enjoy the ease and convenience of this new, safe, sure way to winter comfort—for only pennies per window! **TRANS-KLEER** comes in rolls 36 inches by 432 inches—**ENOUGH FOR 10 AVERAGE SIZE WINDOWS, at ONLY 3.95—HARDLY 39½¢ EACH!** Of course, smaller windows use less **TRANS-KLEER** material, while larger ones use more. In all, you receive **108 SQUARE FEET!** Yes! **108 SQUARE FEET** for only 3.95! Why pay **MUCH MORE** elsewhere? You cut **TRANS-KLEER** with scissors to any size required—then press on with the Adheso border—and presto! The job is done! You can lift it any time for airing the room—then re-seal in 1 second flat! How practical! How convenient! And how low in cost! No wonder so many home owners, hospitals, government buildings and churches are switching to this new winter protection! We disappointed lots of folks last year because the supply ran out. To avoid disappointment, rush your order **NOW**—while our supply lasts! More cold weather is on the way right now! **SEND NO MONEY.** Simply fill in coupon and mail at once. Pay postman only 3.95 plus a few cents postage on delivery of each roll. Try a window at **OUR RISK** for 5 days. Test it any way you like. If not delighted, **KEEP THE WINDOW** and get your 3.95 back—no questions asked! You have nothing to lose—**LOTS** to gain in winter comfort and health protection! **ACT NOW!**

VISIT OUR SHOWROOM OR SHOP BY MAIL

THORESEN'S, Dept. 127-L-47
352 Fourth Avenue, New York 10, N. Y.

RUSH. . . . rolls **TRANS-KLEER** at 3.95 each, enough for 10 windows or 108 square feet. I will pay 3.95 plus postage on arrival. This is on a trial basis. I will try one **FREE*** if not delighted, I will return the 9 remaining windows for refund of 3.95—no questions asked. Include Adheso Borders at no extra cost.

NAME

ADDRESS

TOWN **ZONE** **STATE**

... **SAVE POSTAGE** by sending only 3.95 with this coupon. In that case, we pay **ALL** POSTAGE to your door. Same money-back guarantee.

(CANADIANS: Send orders direct to our Montreal plant. Add \$1—total 4.95—no extra for tariff: **THORESEN CO.,** Dept. 127-L-47 43 St. James St., West, Montreal 1, P.Q.)

THORESEN'S, Dept. 127-L-47
352 Fourth Ave., New York 10

"I Remember"

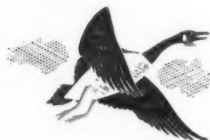


Edited by KENNETH L. WILSON

A house should have a cookie-jar,
For when it's half-past three,
And children hurry home from school
As hungry as can be,
There's nothing quite so splendid
In filling children up,
As spicy, fluffy ginger cakes,
And sweet milk in a cup.

A house should have a mother
Waiting with a hug
No matter what a boy brings home,
A puppy or a bug,
For children only loiter
When the bell rings to dismiss,
If no one's home to greet them
With cookie or a kiss!

HELEN WELSHIMER



If tears could wash our cares away,
There'd be some use for crying.
But watering makes all things grow—
The sunshine does the drying.

EVE SHERWOOD

From E. Carlson, St. Paul, Minn.

If I should tread upon a thing you love,
Or if you hurt me with unintended guile,
Let us forget, for we may be together
Only a little while.

Your shoulder next to mine now, on life's path,
But who shall say that many a weary mile
Will not yawn forth its emptiness between us
In only a little while?

And if you climb to heights I cannot scale,
Or, leaving you, I reach some magic isle,
Let there be no waste envy, for we have, in all,
Such a very little while.

LUCY CARRUTH

From Mrs. S. W. Merckle, Sterling, Colo.

O suns and skies and clouds of June,
And flowers of June together,
Ye cannot rival for one hour
October's bright blue weather.

—HELEN HUNT JACKSON

WHY is it that so many of us
persist in thinking that autumn
is a sad season? Nature has merely
fallen asleep, and her dreams must
be beautiful if we are to judge by
her countenance.

SAMUEL TAYLOR COLERIDGE

From Annie Reese, Gonzales, Texas

Know thyself.—Socrates
Control thyself.—Cicero
Give thyself.—Christ

From Mrs. Irving Reynolds, Albany, N. Y.



The redwood tree forgives a wound
And builds a burl upon it,
From which the craftsman makes a bowl
As lovely as a sonnet.

From this I learn, if I am wise,
To be alike forgiving,
And make within my wounded heart
A loveliness of living.

Then God shall make from my true heart,
As in the redwood story,
With His great art and craftsmanship,
A chalice to His glory.

HAZEL HARTWELL SIMON

From Ethel M. Potter, Hyde Park, Vermont



I am tired of planning and toiling
In the crowded hives of men:
Heart-weary of building and spoiling,
And spoiling and building again.
And I long for the dear old river,
Where I dreamed my youth away:
For a dreamer lives forever,
And a toiler dies in a day.

JOHN BOYLE O'REILLY

When I come home tonight, I want to find the fire in the room
Dispelling with its glow the darkness and the gloom.
I want to find the table spread with linen clean and white,
And you, my dear, with kiss to welcome me when I come home tonight.

When I come home tonight I want to hear the kettle sing
And feel the soul of love in everything—
The cricket's chirp, the friendly clock, the lamplight bright,
And best of all, your arms about me, dear, when I come home tonight.

When I come home tonight and open wide the door
I want to see the baby playing on the floor,
And you, with love of wife and mother shining in your eyes alight,
So will my joy be made complete, when I come home tonight.

BILL STINGER

From Mrs. Joseph Miller, Los Angeles, Calif.

What is your favorite quotation or bit of verse? Include source and author and your own name. Sorry, no items acknowledged or returned, and no original material used.

Price Slashed On Famous Adjustable Life Size Dress Form! ~~\$5.95~~ NOW ONLY \$3.98

New flexible pattern material makes amazing dress form easily adjustable—larger or smaller—to fit your personal requirements.

Last year when it was announced that home sewers could get a life-size dress form—easily adjusted to any size to fit your personal requirements for the unheard-of price of \$5.95—thousands of orders poured in from every state in the Union to Ann Baldwin, its creator.

And now, new mass production savings are passed on to you. Yes, a new flexible pattern material and new short-cuts in manufacture mean that you now save \$2.00 on this amazing life-size dress form even over last year's astonishing \$5.95 value! As a result, this year even bigger savings are made possible. The price has actually been slashed to a new low price—\$3.98.

So, if you've felt that a dress form made to your own exact measurements was "too expensive"—if you've held off investing in a dress form that wouldn't fit once you gained or lost weight—if you simply haven't the room to store a big bulky dress dummy—NOW YOU CAN GET AN ADJUSTABLE STORE-IT-AWAY DRESS FORM FOR LITTLE MORE THAN A PENNY A DAY FOR THE FIRST YEAR!

Created by a Well-Known Hollywood Designer—New, Full-Size Dress Form Weighs Only 2 Pounds—Lasts for Years!

After hundreds of experiments, Ann Baldwin, a well-known Hollywood Designer, has at last created a dress form that does everything you need, yet is so economically priced that every home sewer can afford to have one. In fact, you'll find it pays for itself with the very first dress you make or alter! By use of KRAFTBOARD, a very light-weight material, yet sturdy enough so that in normal use it will not break, chip or crack, Ann Baldwin has created an adjustable dress form that is so light, so handy that you can fit your dress, pin it, baste it . . . and do it all without once getting up from your chair. A full, life-size dress form that is so flexible it can be adjusted in a few minutes to the exact measurements of most figures other than extra special sizes—a completely new kind of dress form that assures a perfect fit—that shows you what your finished blouse, skirt or dress will look like on you before you ever begin to sew and now at a big slash in price that makes it a bigger bargain than ever.

Scientifically Placed Guides Cut down the Possibility of Making Mistakes

How would you like to remodel your last year's ensemble into this year's latest Paris fashions—and do it quickly, easily and with none of that dreaded amateur "home-made look"? It's so easy with your new lower priced Ann Baldwin Dress Form.

Scientifically placed guides for the side, front, back, shoulder and waist seams, automatically stop you from making a mistake. Simply fit your dress on the dress form and you know that it is perfectly centered to give a more professional look to your garment at the very first fitting. And because you pin your patterns right on your Ann Baldwin Dress Form you see at a glance what your dress will look like on you when finished . . . where it needs more material—where it needs less . . . whether sleeves or shoulder lines need altering—whether the neckline, waistline, sleeves and hem will come exactly the way you want them to. Never again will you need to waste 3 or 4 hours fitting on your dress. Never again will you have to rip out the seams because you couldn't get your dress to hang properly. Never again will you have to twist, turn and bend to get an even hemline.

Send No Money . . . Try the Ann Baldwin Dress Form In Your Own Home at Our Risk

Use the Ann Baldwin dress form to design your own high style fashions—use it for alterations—remodeling—or just plain simple sewing. Use it to adjust waistlines—lift shoulder lines—lower necklines. Use it for basting, stitching, fitting—for skirts, dresses, blouses, jackets. And if your Ann Baldwin dress form doesn't give you professional looking, 5th Ave. clothes the very first time you use it—if it doesn't pay for itself on the very first alteration you make—just return it for your full money back. But this amazing new dress form is still so new, so revolutionary that supplies are limited. It's first come, first served. At this big reduction in price we predict a sell-out! So today, rush the NO-RISK coupon below complete with your measurements (bust, waist and hips) to Ann Baldwin Sales Corp., Dept. G231 141 Fifth Avenue, N. Y. 10, N. Y.

Only Dress Form You Can Use In Sections—Do All Your Pinning, Altering, Hemming, While Sitting Down



No more aching arches, stiff shoulders or pains in the back from standing hours on end. Now you can do all your fitting, pinning, altering and hemming with your Ann Baldwin dress form right on your lap. (Weighs only 2 pounds, yet is strong enough to last for years.) Complete your whole dress-making operation without having any need to get up from your chair. And because you can use the Ann Baldwin dress form in sections, small garments become so much easier to handle. To sew blouses and jackets use only the torso. For skirts and slacks use only the hip parts.

P. S. Also great for blocking sweaters. Act now before this new low price is withdrawn.



GO ON A DIET AND KEEP YOUR CLOTHES FITTING PERFECTLY! New dress form adjusts to your own personal measurements. Made of strong pliable felt covered KRAFTBOARD for extra durability, this new light-weight dress form costs just \$3.98 and is adjustable within your size range. Just put the clips into self-adjusting holes, and your hip, waist, bust and length are readjusted to your measurements once more. You get accurate fit every time.

Flexibility Lets You Slip Entire Dress Right Over Your Ann Baldwin Dress Form—Without Opening The Seams!

PUT IT

TOGETHER—

TAKE IT APART

IN MINUTES—

FOLDS AWAY

OUT OF SIGHT

WHEN NOT IN

USE . . . AND A

NEW LOW

PRICE!



Amazing Flexibility Permits Easy Slip-On, Slip-Off Of Even One-Piece Dresses!

Your Ann Baldwin Dress Form is scientifically designed so that you can merely bend in the shoulders and slip the dress on or off the form with no extra work of any kind. Shoulders snap back into shape instantly. Yours at a Saving of \$2.00!

Entire contents copyrighted by Ann Baldwin Sales Corp. 1954 N.Y.C.

MAIL NO RISK COUPON TODAY!

ANN BALDWIN SALES CORP.
DEPT. G231

141 Fifth Avenue, New York 10, N. Y.

Please send me Ann Baldwin's new adjustable, match-your-figure dress form in my measurements for a 30-day No-Risk Trial. When my dress form arrives, I will pay postman the special cut-price of \$3.98 plus postage. If I am not completely satisfied—if my Ann Baldwin dress form does not do everything I want it to do and more—I will return it for my full purchase price refund, no questions asked. My measurements, taken over my foundation garments, are:



Name _____ (Please print)

Address _____

City _____

Zone _____ State _____

☐ Check Here to Save More: Enclose payment with order and WE pay all postage and shipping fees. Same money back guarantee of course.

In Canada send to: 60 Front St. West, Toronto, Ont.



Council seal signifying a "household of faith" towers above the rostrum at plenary session.



Through earphones, delegates and visitors hear simultaneous translation of addresses.



Some 125,000 jammed Chicago's Soldier Field to see biblical pageant in honor of the Assembly.

A delegate from Malabar, bishop of the Mar Thoma Syrian Church.

TAJIRI—THREE LIONS



RNS PHOTO

General secretary Dr. W. A. Visser 't Hooft of Geneva (center) is officially welcomed by Doctors Ross and Cavert.

Second Assembly of the World Council of Churches



TAJIRI—THREE LIONS

Looking across huge McGaw Memorial Auditorium from the speaker's rostrum. Represented were 163 religious bodies from 48 countries.



WIDE WORLD

Youth consultants from Germany, Jamaica, Philippines, India, Iceland compare notes.

Minister (Coptic Orthodox) from Cairo, listens with earphones.

WIDE WORLD



From Kottayam, India, a minister of the Orthodox Syrian Church.

WIDE WORLD



THE LIBRARY OF THE
SEP 27 1954
UNION THEOLOGICAL SEMINARY

interprets THE NEWS

● CHURCH NEWS ●

EVANSTON: "We intend to stay together." So declared Methodist Bishop G. Bromley Oxnam, keynote preacher at the opening service of the history-making Second Assembly of the six-year-old World Council of Churches.

"We have come to worship God." So witnessed as with one voice 125,000 persons gathered that evening in Chicago's Soldier Field for a colorful and dramatic Festival of Faith.

The two first-day affirmations, at least, represented unquestioned agreement. There would be no backtracking. And there was a bond of purpose among the 1500 delegates, consultants and accredited visitors from 163 religious bodies in 48 countries. They worshiped in many languages, many traditions, many rituals—but they worshiped God. Without this common ground, there would have been no meeting.

Nor without uncommon ground, would there have been a meeting. As Lutheran Bishop Anders Nygren of Lund, Sweden, put it: "If we were not one in Christ, we would not be assembled here. And if we were not disunited we would not be here either; for this conference is meant to be a step on the way toward overcoming this disunity."

There was disunity even over the implications of the assembly theme: "Christ—the Hope of the World." Prof. Robert L. Calhoun of Yale Divinity School argued that Christ is our hope for here and now, giving us "strength to endure the stress of earthly battle," as well as "life with Him beyond earthly bounds." Prof. Edmund Schlink, rector of Heidelberg University, maintained that when "people speak of the coming Christ as the Hope of the world, they are always speaking of the end of the world. Christ is the Hope of the world because He calls men out of the world." Said Calhoun: Christian hope "does not forget the final judgment nor the life everlasting, but its chief confidence has been in God's grace from day to day, and its chief stress on the duty of every Christian to live as a devoted follower and servant of Jesus Christ." Said Schlink: "The Christian is freed from Utopianism by his expectation of the Lord's coming. We do not preach the Gospel in order that the world may be preserved. Rather we accept our

responsibility for the preservation of the world in order that many may be saved through the Gospel. God preserves this world in order that through the Gospel salvation may be offered."

There was disunity over what constituted unity among the world's Christian groups, how far it should go, how to get it. Dr. W. A. Visser 't Hooft of Geneva, Switzerland, the Council's general secretary, said that it is a sign of confused thinking to speak of the World Council as "the World Church," and it is "completely erroneous" to suggest that the World Council "is or has any ambition to become a Super-Church." The Council is not, he emphasized, a center of administrative power. Bishop Henry Knox Sherrill, on the other hand, warned the World Anglican Congress at Minneapolis that increased cooperation among denominations "must not satisfy us. The goal, though difficult to achieve, is the unity of the Church." Bishop Gerald F. Burrill told the Anglo-Catholic Congress at Chicago, "Pan-Protestantism is not unity."

At the same time, Bishop Burrill stated that Christian unity will "only be achieved by reunion with the Catholic Church, the Body of Christ." By his definition, that was the Episcopal Church. And the Very Rev. George Grabbe, Chancellor to the Synod of Bishops of the Russian Orthodox Church Outside of Russia, said before leaving for the Evanston assembly which he attended as an observer: "There can be only one Church and the Orthodox Catholic Church has the conscientious conviction that she is that Church." With 163 brands of "conscientious conviction" operating at Evanston, delegates—and all the rest of us—were and shall continue to be faced with the proposition that either somebody was wrong or that everybody was right.

What has Evanston done for the average pew-sitter? It has, first of all, proved that surely he does not sit alone on that pew. There are men of all races and persuasions sitting there beside him. The pew is a long one, reaching across national and denominational boundaries, despite small minds and small creeds. Whatever else the worshippers on that pew say, they say first of all and together, "The Lord Jesus Christ is God and Saviour."

Evanston proved, second, that Prot-

estantism does not lack in drama and newsworthiness.

Most significantly, Evanston emerged as a trend, not a turning point. Closer cooperation of Christian denominations is inevitably and irresistibly progressing. Where will it ultimately take us? To a federation of bodies, each maintaining its identity and distinctive witness? To uniformity? To unity with diversity? Of this we are sure; it will not take us where we who are the church by whatever name, do not choose to be taken.

OKINAWA: Denominational cooperation has its rolled sleeve as well as ivory-tower aspects. A demonstration enacted at two scrubbed pine tables in a classroom on Okinawa proved it. On the tables were the utensils found in the standard thatched-roofed house of the island: charcoal brazier, frying pan, bowl, chopsticks and a bamboo whisk, equivalent of an egg-beater. The teacher was showing an intent audience of Okinawa's educated men and women a great mystery—how to use powdered milk. This Pacific isle has not had milk since our troops were there during the war. Mrs. Onaga, the teacher, performed as capably as a TV cook in a chrome-plated kitchen. Stressing that the water was boiled first and then partly cooled, she measured in the powder, mixed it with her bamboo whisk. Each member of the class was given a little cup of the foamy milk.

The powdered milk came from U. S. government surplus stocks. The cost of shipping it came from the donations of U. S. church people, working through Church World Service. In the first half of 1954, more than 30 tons of milk powder have gone to Okinawa alone, sent by CWS. Even in the first few months, a group of the island's school children gained an average of two pounds each on their new diet.

The ecumenical movement is more than high-flown theological ponderings. It is also color coming to the cheeks of a child, and brightness to his eyes.

POLL: The American Institute of Public Opinion, more popularly known as the Gallup Poll, made a survey of church membership just about the time the National Council of Churches was releasing its story. The Institute assigned a corps of reporters to ask 3000 adults living from Maine to California, "Are you a member of a church?" Projecting the results, Dr. Gallup announced a total of 81,000,000 adult church members in the United States. The National Council's total (as reported by CHRISTIAN HERALD in September) was 94,842,845. Paradoxically, Gallup's figure is a larger one than the Council's, for he included only church

(Continued on page 14)



EXCELLENCY

wears as if its 100% wool yarn had been *mined* instead of sheared from purebred sheep. 7 patterns, 2-level texture. Above: modern texture, sand beige ground, about \$10.50 sq. yd.

Here it is—Innerspring Weave,* the carpet that babies you!

Billions of tiny "innersprings" cushion every step, shed dirt, hush noise, defy wear; new way to buy can save you up to 30%



\$6.95 a sq. yd.
from about **EASY TERMS**
9x12 rugs from about \$79.95

See 48 carpets in 48 seconds! With this new "6-foot carpet supermarket," your Alexander Smith dealer can save you hours of time and hundreds of steps.

Also see his Alexander Smith catalogue showing complete line. By the yard or in popular Floor-Plan rug sizes that give that wall-to-wall effect without your paying wall-to-wall prices.

You don't baby it—it babies you! That's Excellency, Alexander Smith's all-wool broadloom with the amazing Innerspring Weave.

Cushions your feet. Sheds dirt—saves work. Cuts room noise 45%-50%. Saves money on costly looking carved designs—with yarn that's *woven on different levels*, not wastefully carved away.

There's *more wool on the walking surface*, where you need it. And like every Innerspring Weave carpet, it has literally billions of fibres shaped and tempered like tiny steel springs. Heroically resists footprints. Even a

quarter-ton piano's legmarks brush right out! For a few dollars down, you can be a proud owner by dinnertime.

NOW—MANY SAVE UP TO 30%!

Shop at home—avoid decorating boners

Shop sitting down. Get free, expert advice on just which carpet goes best with your furnishings. Ask your Alexander Smith dealer to come to you. With precision measuring and expert advice on the most practical size, he saves many families up to 30%. No obligation—give him a ring today.



... free decorating advice

Alexander Smith

The First Name and the Last Word in Carpets!

*Trademark

When writing to advertisers please mention CHRISTIAN HERALD

OCTOBER 1954

Free!

Cash for your church through Alexander Smith's Church Group Carpet Plan!

**Earn \$3 cash—or \$5 credit toward new carpet for your church...
with every purchase of an Alexander Smith "Home Planner" Carpet!**

Here's a wonderful new plan to help your church while you and your group help yourselves make your home more beautiful. It's the Church Group Carpet Plan—sponsored by Alexander Smith, the famous maker of "Home Planner" rugs and carpets.

Read the simple details of this generous church-assistance plan. See how easily your group and friends of your group membership can add many dollars to your Church funds—or help your church to have beautiful new carpet, Free!

Here's how Alexander Smith's Church Group Carpet Plan works:

1. Enroll your group, using the official coupon attached.
2. Upon enrollment, Alexander Smith sends your church group the name of the participating "Home Planner" carpet dealers in your community.
3. Upon enrollment, your group chairman also receives a supply of official "Home Planner" Redemption Certificates for distribution to group members, their friends and relatives in your community.
4. At time of purchase of each Alexander Smith "Home Planner" carpet (9' x 12' or larger) each Redemption Certificate must be signed by the dealer and the purchaser; and a duplicate sales

slip indicating carpet, quality, date and amount of purchase must be attached to the Redemption Certificate.

5. Each signed Redemption Certificate and sales slip is given to the group chairman, who must also sign the Redemption Certificate.

6. On or before June 15, 1955, all properly signed Redemption Certificates, with sales slips attached to each, are to be submitted by the group chairman to Alexander Smith for redemption in cash or credit as requested by the chairman.

7. A check or credit voucher for new carpet will be sent by Alexander Smith in the proper amount, written in the name of your church, only.



See 48 beautiful carpets in 48 seconds! Alexander Smith's "Home Planner" carpet group gives you a choice of 48 of today's most attractive carpet textures in colors and patterns for every taste... all at prices to fit every purse.

**\$10 bonus
if you join promptly!**

Your church will receive an extra \$10 in cash or credit toward a new carpet if you register your group on or before November 1, 1954, and your group sends in 15 or more "Home Planner" Redemption Certificates by June 15, 1955.

ENROLL YOUR GROUP TODAY!

Church Group Carpet Plan
Alexander Smith Inc.
Dept CH
White Plains, N. Y.

Gentlemen:

We want to participate in
your generous Church
Group Carpet Plan.
Please enroll us.

Name of Group Chairman _____
(Please Print)

Address _____

City _____ Zone _____ State _____

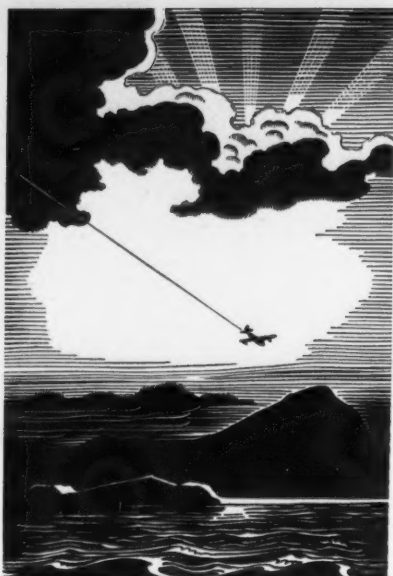
Name of Church _____

Address _____

I represent _____
(Name of Group)

My group has _____ members Date _____

Signed: _____



GOSPEL WINGS IN SHANGRI-LA

The hidden *Grand Valley* of New Guinea . . . was *entered in April* by our missionaries . . . *flown in* by twin-motor amphibian . . . the first white men living among 60,000 stone-age Danis . . . a valiant patrol dropped into the *heart of heathendom* . . . daring and dangerous . . . *not an isolated instance* of impetuous sensation . . . just another step in 65 years of missionary pioneering . . . a *calculated risk*, long planned, thoroughly prepared, efficiently executed, *divinely blessed* . . . they must be *prayer sustained*.

Write for free booklets

BALIEM BEACHHEAD
MISSIONARY VISION AND BLUEPRINT

THE CHRISTIAN AND MISSIONARY ALLIANCE

Dept. H, 260 W. 44th St., New York 36, N. Y.
In Canada: 145 Evelyn Ave., Toronto, Ont.

members age 21 or over. As far as Dr. Gallup was concerned, church members under 21—and there are obviously many millions of them—didn't count.

IN BRIEF: The title of "Rural Church of the Year" has been awarded by Emory University and Sears Foundation to Prospect Presbyterian Church, Mooresville, N. Car. . . . A Canadian Anglican bishop says that Anglicans there are "losing the battle of the cradle and immigration" to Roman Catholics; he reported the prediction that Canada will be a Roman Catholic country by 1970.

Dr. Marcel Pradervand of Geneva was unanimously elected first general secretary of the World Presbyterian Alliance.

Social Security for clergymen is now available for the first time since SS came into being in 1936.

Lithuanians can get free church funerals by substituting a picture of Lenin or Stalin for the place of honor usually occupied by the Cross. . . . The Senate Judiciary Committee voted unanimously to "postpone indefinitely" further consideration of a proposed constitutional amendment which would recognize "the authority and laws of Jesus Christ, Saviour and Ruler of Nations." . . . When for the first time in history, the Senate found itself at the beginning of a legislative day without a chaplain or clergyman on hand, Senator Wallace F. Bennett (R. Utah), an elder in the Mormon Church, offered the prayer. . . . October 3, World Communion Sunday.

• AT HOME •

THE RECORD: Ike said that his administration should be judged by what it does. November 2 is the day of judgment. What *have* Ike and the 83rd Congress done? Will the President be able to hold his narrow margin in Congress or widen it? It's up to the voters to say, when they elect every member of the House of Representatives, one-third of the Senate. Let's look quickly at a tentative political balance sheet.

Ike's Assets: The war in Korea ended while he was in office. So did the Indo-China conflict. No American troops are being shot at. Practically everyone has had a tax cut. The Federal payroll is down by over 200,000, off about 10 per cent from the time the GOP took over. Social Security benefits are increased. It's easier to get FHA loans, and they're bigger than ever. The St. Lawrence Seaway is in the works.

Ike's Liabilities: Korea was no booming victory. Indo-China was, by any name, a resounding defeat. The budget still isn't balanced. The national debt is still rising and the debt ceiling (\$275 billion) will inescapably have to be



SETH MUSE

BADGE FOR IKE: At the 12th World's Christian Endeavor Convention, held at Washington, D. C., Dr. Daniel A. Poling pinned a C. E. insignia on guest speaker Eisenhower. Calling for a "great moral crusade," the President spoke extemporaneously to the more than 1000 delegates. "Most of you are still young," he said, "You have your whole life to live. You have, in other words, a 60- or 70-year investment in this old earth. People my age, if they are lucky, have 10 or 15 years still invested in it. This world is far more important to you than it is to us elders." Dr. Poling was re-elected president of the World's C. E. Union.

lifted to take care of it. Unemployment, down, is still a problem in industrial areas. Farmers are feeling the pinch between outgo and income. There were no changes in the Taft-Hartley law, as platformed, no statehood for Hawaii and Alaska, no Federal backing for health insurance plans. And the European Defense Community (EDC) is disastrously dead.

TAXES: Memorable for the magnitude of the job (besides for the \$1,363,000,000 in tax cuts granted, bringing to \$7,400,000,000 the total relief given taxpayers since January 1), was the 929-page bill comprehensively re-vamping Federal tax statutes.

What will it do for *you*? If you're a working widow or widower with small children, you can deduct up to \$600 a year for the cost of their care. Your medical expenses beyond 3 per cent of your income, instead of 5 per cent, may be deducted, but now you count medicines and drugs only in excess of 1 per cent. If you're a stockholder, you will pay no tax on the first \$50 of dividend income, get a 4 per cent tax cut on the rest.

If you're retired and over 65 you're

in line for substantial tax cuts, but by a complicated formula. If your working children earn more than \$600, they do not now disqualify themselves as parental exemptions. You can give 30 per cent of your income to charitable enterprises, instead of only 20 per cent, but the extra 10 per cent must go to church, school or hospital uses. A clergyman's cash allowance for rental on a parsonage is now tax-exempt. Preachers with parsonages already had this advantage; they did not have to pay taxes on the value of parsonage occupancy.

You no longer have to report payments of \$600 or more to a doctor, maid, plumber, or such. Income tax filing date has been pushed back from the historic Ides of March to April 15.

REDS: What started out as a bill aimed at denying government sanction to Communist-dominated labor unions, came out as a law stripping the Communist party of legal standing. Blame the pulling and hauling on election-year politics. Said one GOP leader, "We can't let the Democrats claim that they tried to outlaw the party, but that the administration blocked it." Attorney General Brownell and FBI Director J. Edgar Hoover opposed any law that would drive the Reds underground, or nullify the provisions of the 1950 Internal Security Act. The bill, as resoundingly passed by House and Senate, hits the Communist Party as such, not party membership. Almost everybody seems satisfied with the hot-potato compromise. Everybody, that is, but the Communists.

UNCOMMON: Ex-President Hoover is no revolutionary. His birthday speech at West Branch, Iowa, kept the record straight on that point! But despite one's politics, or one's regard or lack of it for Mr. Hoover, his dispatch of "the common man" must excite the admiration and stir the slumbering ambitions of all. File it in your hatband for the non-partisan, non-political gumption it can give you when you need it:

"It is dinned into us that this is the century of the common man. . . . It is a slogan of mediocrity and uniformity. . . . The greatest strides of human progress have come from uncommon men and women. . . . When we get sick, we want an uncommon doctor. When we go to war, we yearn for an uncommon general or admiral. When we choose the president of a university, we want an uncommon educator. The imperative need of this nation at all times is the leadership of the uncommon men or women. We need men and women who cannot be intimidated, who are not concerned with applause meters, nor those who sell tomorrow for cheers today. . . . A nation is strong or weak,

Write for this little book Today...



THAT TELLS HOW
TO GAIN FREEDOM
FROM WORRY—
GREAT JOY THROUGH
A REMARKABLE PLAN

It costs nothing to send for this little book, "A Gift That Lives." Yet this moment may be the most rewarding one of your life—starting you on the high road to happiness and independence.

Thousands of men and women are today enjoying long life, great joy, and complete freedom from money worry through participation in the American Bible Society Annuity Plan.

The Plan is simple. Simply invest your savings or surplus funds in American Bible Society Annuity Agreements. You may start with as little as \$100 and you receive generous returns right from the start. Reinvesting these dividends along

with accumulated funds increases your holdings—and you will be astonished how soon you may own a sizeable amount!

This Plan, which has been in operation for more than 100 years, offers rich satisfactions. For through it you not only provide for your own future financial security (perhaps of loved ones too) and so prolong your life—you have the inexpressible joy of knowing that after you have had the use of your money, it goes to further the work of a vital Christian enterprise which serves all denominations impartially—and which never departs from its sole and original purpose of making the Bible available to all.

Mail This
Coupon
Today
Without
Fail!

AN
INCOME
ASSURED

American Bible Society, 450 Park Avenue, New York 22, N. Y.

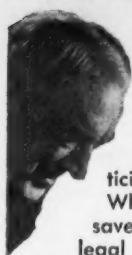
Please send me, without obligation, your booklet CH-15 entitled "A Gift That Lives."

Name

Address

City..... Zone..... State.....

LIVE LONGER



Statistics show that Income Gift Contract investors enjoy greater life expectancy. They have no fear or worries. Regular income is assured.

They are blessed by participating in Christian work. Why not protect your money, save worry as well as tax and legal trouble, and sweeten the remaining years of life by purchasing NOW a

SALVATION ARMY Income Gift Contract

Trouble and hunger over the world is your opportunity. What better administrator of your bounty can be found? The Salvation Army is world wide.

Investigate this worthy, noble plan. Mail coupon below. It may mean many added years of happiness for you.



THE SALVATION ARMY
Endowment Secretary, 719 N. State
St., Dept. CH-104, Chicago 10, Ill.
In South: 54 Ellis St., Atlanta 3, Ga.

Please send me free information on Salvation Army
Income Gift Contract and free booklet.

Name.....
Address.....
City.....Zone.....State.....
Birthday (Month, Day, Year).....

OBEDIENCE TO GOD'S WILL

THE TEN COMMANDMENTS are exalted throughout the Scriptures above most if not all other subjects, as the WILL and the LAW of God. Christ taught (Matt. 5:17-19; 7-21) not only that they are unchangeable but that one's status in the heavenly kingdom is jeopardized by breaking, or even teaching others to break, even the least of them. When asked how one could attain eternal life His reply was, "Keep the Commandments" (Matt. 19:16-17; Mark 10:17-19; Luke 18:18-20). He also stressed the importance of love for both God and fellowman (Luke 10:25-28), the proof of such love to be established solely by our obedience to the Commandments (John 14:15, 23).

One of these Commandments requires the observance of the Seventh day of each recurring week, blessed and hallowed "in the beginning," as the Universal Sabbath. Called "Saturday" in the English and in a few other languages, in most of the world's leading ancient and modern tongues (over 100 of them) it is designated as "Sabbath" or Rest Day—Spanish, Sabado; Italian, Sabato; Russian, Subbota, etc.—ample proof that the Seventh day was originally the God-ordained and Universal Sabbath.

Would you like further knowledge concerning this, the sacred Seventh-day Sabbath of Jehovah, of Christ, of the Apostles, and of an unbroken and unending line of believers in the One God from the very beginnings of human history? Write—

BIBLE SABBATH ASSOCIATION

(Wholly undenominational
and non-sectarian)

POMONA PARK, FLORIDA

it thrives or perishes upon what it believes to be true. If our youth is rightly instructed in the faith of our fathers, in the traditions of our country, in the dignity of each individual man, then our power will be stronger than any weapon of destruction that man can devise."

COURIER'S CUES: An all-party delegation of British legislators, invited to visit Moscow this fall, has accepted. . . . Chinese populations in Thailand, Indonesia, Malaya, Burma, etc., are swinging their sentiment Peiping-ward of late. . . . Ike is to have more Secret Service guards; the White House was underprotected.

We stretch our neck to predict victories for Meek in Illinois, Barkley in Kentucky. . . . St. Lawrence Seaway is to spark a multi-million dollar Canadian development to north—three new towns. . . . Remember to watch this one: elections in Indo-China will come only a few months before 1956 U. S. Presidential election. . . . Draft plans under discussion wind up with six years of compulsory active reserve duty with possible drill once a week. *On Sunday?*

• ABROAD •

ALL QUIET: Peace, it's wonderful! When the shooting stopped in Indo-China, there was "peace" everywhere in the world for the first time in twenty years. It was a precarious peace, but it was peace. It was punctuated by border forays in the Holy Land, but still it was peace. It was perhaps the quiet before a storm, whether in the Straits of Formosa, French Morocco, Cyprus or points east, but it was peace.

Let time turn backward, October 2, 1935, Italy invades Ethiopia. March 7 of the following year, Hitler sends German troops into the Rhineland, defying the Treaty of Versailles. Three weeks later Japanese troops invade Mongolia. In July General Franco lands in Spain from North Africa, starting civil war. September 1, 1939, Hitler invades Poland, and two days later Britain and France declare war on Germany. December 7, 1941, Japan attacks Pearl Harbor, and the next day Congress votes war, with declarations of war against Germany and Italy on the 11th. July 20, 1947, Dutch troops launch an offensive in Java against native Indonesian Republic. May 14, 1948, Arab armies invade the new nation of Israel. June 27, 1950, the UN sends troops to the defense of Korea. All this with the China conflict and the interminable Indo-China war filling in the gaps.

Now for the first time in 20 turbulent years—peace!

SPY: How serious is Otto John's defection may not be wholly known un-

less and until bombs fall and troops march. From here, he looks like the cleverest spy in history—and the most deadly. Until he motored into East Germany to stay, he had been West German counter-espionage chief. Not long ago he dined cozily with Allen Dulles in Washington. Said Associated Press: "A fast man with a drink, John heard a lot of Allied talk on high policy matters in the closed-circle cocktail parties that mark Bonn social life."

Stunned allied officials at first refused to believe that Dr. John's betrayal was voluntary. They said he had been "kidnapped." Then the awful truth dawned upon them: Dr. John was the latest in the diabolic succession of Klaus Fuchs and Benedict Arnold.

• TEMPERANCE •

MORSELS: *Charity and Children*, Thomasville, N. Car., reports this story: A judge recently commended two drunken drivers for their thoughtfulness. It seems instead of injuring some innocent person, they managed to run into each other. "If this thing can be encouraged," the judge said, "I think we may have hit upon the solution of a serious problem."

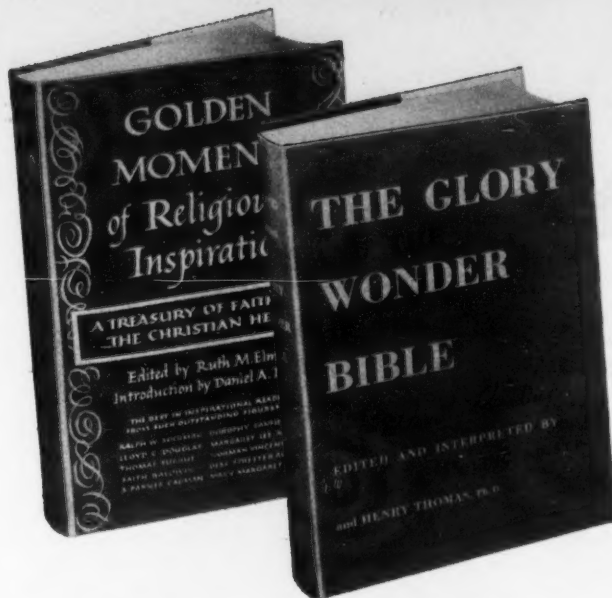
At Stillwater, Okla., Mrs. Forrest Mills, 44, sued two beer companies and a restaurant operator for \$38,400 on grounds her husband's health had been broken by drinking.

Foundation of The Crusaders, a national youth group pledged to abstinence, was announced here by the Rev. John W. Keogh of Philadelphia, president of the Roman Catholic Total Abstinence Union of America, at its 82nd annual convention.

Petitions which would put before North Dakota voters a proposal to impose an 11 p.m. closing deadline on places where liquor is sold were filed with the secretary of state. If petitions are upheld, the question will go on the November 2 ballot.

The Civic Bulletin notes that Congressman Frank T. Bow (R. Ohio) reports that the U. S. State Department's "entertainment" division has served 122 million cocktails since 1942. The liquor bill of the diplomatic center in nine years has totaled \$6,000,000.

WHO Newsletter, published by the World Health Organization, Geneva, devoted its entire summer issue to alcoholism. Ammunition therefrom: "Although certain people are more likely to become alcoholics than others, given certain conditions of stress, there is no such thing as a personality which dooms an individual to alcoholism. Further, there is no stage, not even in the final phase of alcohol domination, at which rescue is impossible. . . . Alcoholics are made—not born." And WHO is as authoritative as you can get.



GOLDEN MOMENTS OF RELIGIOUS INSPIRATION A Treasury of Faith from Christian Herald

Edited by Ruth M. Elmquist. Introduction by Dr. Daniel A. Poling.

This is the open door to a vast and inspiring reader experience for you. The roster of more than 60 authors—novelists, story writers, ministers, poets, American men and women of affairs—brings trooping into your living room or "quiet corner," singly or in a cluster, the spiritual and literary giants of our times.

Regular price is \$3.75, but your copy is free when you join Christian Herald's Family Bookshelf.

THE GLORY AND THE WONDER OF THE BIBLE

By Dr. Daniel A. Poling and Henry Thomas, Ph.D.

An introduction to the scriptures as well as a guide to those who wish to devote more study to the Great Book. Here the Bible is presented as the most readable, the most enjoyable, and the most practical Book of the ages. As the authors say, the Bible is a love-letter—God's love-letter, and this splendid new book, intended as a supplement to the King James version, is a positive must for you to have and to keep, for its pages will serve as a realistic guide for successful living.

This book regularly sells for \$3.95, but your copy is free with membership in Christian Herald's Family Bookshelf.

SAVE NEARLY 50% ON THE BOOKS YOU CHOOSE —AND ENJOY THESE SPECIAL ADVANTAGES:

- Membership is free; there are no dues or fees of any kind. You do not need to take a book each month. As few as four books a year maintains your membership.
- You are offered the finest of books—decent, wholesome. An Advisory Board of nationally known men and women selects the best of the country's current offerings.
- You save money. All you pay is the membership price for each book you choose. This price never exceeds \$3.00—regardless of the publisher's retail price—and is often less. With every two books you buy you receive a free bonus book worth up to \$5.00. Thus, as a member you save up to 50 per cent on the books you choose.

Send no money now. Simply mail the coupon. We'll bill you later for the book you select at membership rates.

MAIL THIS COUPON—TODAY!

BOTH of These New Books FREE

WHEN YOU JOIN CHRISTIAN HERALD'S FAMILY BOOKSHELF

A Book Club You Can Trust

Yes, both books are yours as a gift when you accept your free membership in the Bookshelf. We make this extraordinary offer because it is the best way we know to demonstrate the wonderful advantages to you in joining the book club you can trust.

JOIN THIS CRUSADE FOR DECENTY

As a member you will be offered the very best in current literature in every field. And you'll be a dynamic part of a crusading movement against the rising tide of indecent, filthy literature. Here is your assurance of a clean-minded, decent approach to good reading.



START YOUR MEMBERSHIP WITH RED CARPET FOR MAMIE

By Alden Hatch. This is the beguiling story of the pretty, vivacious young girl who grew up to become the wife of the President of the United States. It reveals hundreds of new details about the early life of Mrs. Eisenhower: how she fell in love with Ike, her reaction to the nomadic life of an Army wife, how she raised her son, her life during the war years, her return to the United States, and her participation in the campaign of 1952. It ends, fittingly, with Mamie happily at home in the White House and the world, as always, at her feet.

Price to Members, \$3.00 (Regular price, \$3.50)

MAIL THIS COUPON—TODAY!

Christian Herald's Family Bookshelf

27 East 39th Street, New York 16, N. Y., Dept. 54

Please enroll me as a member. I am to receive as a gift upon joining, Golden Moments of Religious Inspiration and The Glory and the Wonder of the Bible. Send me as my first selection, Red Carpet for Mamie, at the special low member's price of only \$3 (plus a few cents handling charge). Each month you are to send me free the preview of your latest selection. I do not have to buy every selection—only four books during a full twelve months, to fulfill regular membership requirements. For every two books I do buy, you agree to send me a valuable bonus book worth up to \$5.00 FREE.

Name

Street

Town State

Editorially Speaking...

● EVANSTON HAS SPOKEN

THE Second Plenary Session of the World Council of Churches, beyond all the expectations of its leaders, was a demonstration of Protestant unity. More than 160 denominations and religious groups, having memberships totaling more than 170,000,000 of all races and colors and in more than 50 countries, were officially represented. There were vast problems before the body and there are grave questions that stand unanswered, but the basic unity is unimpaired and strengthened.

I was profoundly moved by the spectacle, but I was particularly happy when the Assembly finally struck out from the Report on International Affairs both "peaceful coexistence" and "coexistence" itself. The Section and Assembly then wrote in forthright declarations against both "atheistic totalitarianism" and "atheistic materialism."

For me the two outstanding personalities of the Assembly were Bishop Otto Dibelius of Germany and Dr. Josef L. Hromadka of Czechoslovakia. Save for the facts that they both minister to churches behind the Iron Curtain, are both theologians and responsible church leaders in Communist-governed countries, these men, as they have spoken and acted at home and now as they have spoken at Evanston, have little in common.

Bishop Dibelius has fought for his faith and church against Communism, as previously he fought for them against Nazism. He risked his freedom and life then, as perhaps he risks freedom and life now. He was Evanston's most heroic figure and his sermon, without heroics, was the Assembly's most heroic utterance. Specifically for the church he renounced a "totalitarian" state's "planned propaganda for peace." Personally, before he came to Evanston, he refused to sign his name or give his support to such a program. Bishop Dibelius closed his tremendous Evanston message with the poignant and perhaps prophetic appeal from the words of St. Paul: "That you strive together with me in your prayers to God for me." He will need those prayers. It is to the eternal credit of the World Council of Churches that Bishop Dibelius was elevated to the presidium and made one of the six World Presidents.

In the last press conference of the Assembly and in speaking for the first time as a President, the Bishop said: "Christian churches cannot accept coexistence with anti-Christian philosophies."

In contrast to his German contemporary, Dr. Josef Hromadka, appearing on the same program, preached a sermon of characteristic double-talk. He had no

indictment for a godless state, but he did say that the Church should reject "any effort to look for absolute evil in any secular institution, being afraid not so much of a godless world as of a godless, Christ-less altar. . . . A godless church is evil in itself." Also he said: "A godless world is much less dangerous than a paganized, Christ-less church." And always his words and spirit were pointed at the West. In another session at Evanston, when asked if he had stated, as reported, that "Communism is the wave of the future," Dr. Hromadka answered, "No," and affirmed that he had been misquoted. But he then added these words: "*I do believe that Communism anticipates many things to come.*"

I have read Dr. Hromadka's former statements. I have his public and ecclesiastical record. I have now listened to him again and again through nearly two weeks at Evanston. I supported the application for his passport visa and I am glad that I did. Now there will be no excuse for Americans to misunderstand the man. In my opinion, the Communist Government of Czechoslovakia was justified in giving him two decorations.

Dr. Hromadka is a remarkable and almost incredible personality. A younger American clergyman who heard and conferred with him said: "Without questioning Dr. Hromadka's sincerity, I regard him, in his influence upon young people particularly, as the most effective man for Communism and the most dangerous man within the Christian Church whom I have met." As for me, this man may be sincere, but I must conclude that he sold himself a fatal compromise and that, while he has made his church politically acceptable to an atheistic government, also he has sold his fellow churchmen into both political and spiritual bondage.

Bishop Otto Dibelius of Germany has received no medals from his government, but it was the glory of Evanston that it elected him to its highest office. In the opinion of many, the naming of Dr. Hromadka to the World Council's Central Committee was Evanston's shame. Evanston could have electrified the Christian churches of both the free world and the enslaved, had it elected, in absentia, instead of Hromadka, any one of those Christian heroes who, even as the World Council of Churches sat in Plenary Session, were sitting or dying in Communist prisons and jails.

Daniel A. Poling
EDITOR OF CHRISTIAN HERALD



You Can Travel **CHEAPER** on the Water Wagon

An enterprising company offers non-drinkers savings
of as much as 42 per cent on automobile insurance

By CYRIL E. BRYANT

ONE thing which has always brought my blood to a righteous boil is that I have had to pay higher auto-insurance rates because other people drink. Drunken drivers cause more accidents and fatalities on our highways than possibly any other type of operator. As a result, insurance rates have had to be increased with almost every passing year. And I—who never touch a drop—have had to pay them. But not any more!

There's a revolutionary idea in automobile casualty insurance that can mean a substantial annual saving to those of us who abstain from alcoholic beverages. Because of it, we can—for as much as 42 per cent less cost—have the best and fullest insurance coverage available.

A pioneering insurance company has now made this possible through a remarkably uncomplicated actuarial formula. Knowing that liquor causes more than one out of every five traffic accidents, the company figures that simply by avoiding the risk of drinking drivers, they can cut their rates by a very appreciable percentage. It's as simple as that. And it means that we who don't drink no longer have to carry the insurance burden of those who do.

Two ardent "drys"—Rev. Sam Morris, a minister, and

William N. Plymat, a lawyer and an executive in a Mid-western insurance company—hit upon the idea a decade ago. Together with J. J. Mallon, a New York lawyer and a former college classmate of Plymat, they raised some capital and launched the Preferred Risk Mutual Insurance Company, of Des Moines, Iowa. Their objective, however, was more than merely the establishment of a successful company. When friends told them their venture was a risky gamble, they replied, "We're willing to gamble our investment if we can discourage people from gambling with their lives."

Giving a new twist to the old adage "If you drink, don't drive," the company adopted as its sales slogan "If you don't drink, why help pay for the accidents of those who do?" And to give its slogan real meaning for your pocketbook, Preferred reduced its initial charge for all forms of automobile insurance by as much as 25 per cent below the rates recommended by those associations which establish nationwide premium schedules. In addition, Preferred also offers a cumulative "Merit Dividend Plan" in which a policy holder is awarded a 5 per cent dividend on renewal of his policy after one claim-free year; a 10 per (Continued on page 55)



Moorish Castle, Malaga, Spain



St. Stephen's Gate, Jerusalem

From a Traveler's



Parthenon to the east, Athens

Ruhamah L. Reed of Huron, Ohio, was a member of the Christian Herald Bible Land Tour party this spring. While her companions were snapping color photographs or making voluminous entries in diaries, Mrs. Reed was recording her vivid impressions



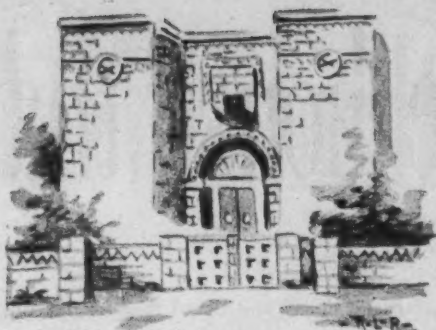
Beirut Harbor, Lebanon



Tower of Belem, 1520, Lisbon



Sea of Galilee, and Mount Hermon



St. Paul's Window, Damascus



Rome from across the Tiber

Sketchbook

with careful, deft strokes of a sketching pencil.

These are some of the highlights of Mediterranean countries as she will remember them for a lifetime, memories that make more meaningful every chapter of the Bible and every page of today's newspaper.



Temple to Vestal Virgins, Rome



Arab Goatherd



Service on Mars Hill, Athens



Ox-drawn Sleds at Funchal, Madeira



The orphanage door is kept open—thanks to friends.

The house that

IT WAS Saturday evening and almost time for the supper bell when they came. Standing in the doorway they made quite a picture: the old lady who is a grandmother to all our children, and the ragged little boy clutching an old basket in his hand.

He was rather small with tangled black hair reaching to his shoulders. His arms and legs protruding from all too small and very tattered clothes, gave him the appearance of a miniature scarecrow. It was evident that he had not come in contact with soap and water for a long time.

Our children crowding around the forlorn little stranger asked him if he wanted to live with us. Every bed of the Taichung, Formosa, Christian Herald Children's Home was filled, but they knew that somehow we always manage to make room for "just one more."

This was our first introduction to Cheng Hiong. Soap and water, a haircut, clean clothing, and good food made a magic transformation in his life. In a short time Cheng Hiong was really one of the family. School was something new and interesting to him and going to Sunday school was a privilege not to be missed.

One day there was great excitement in our house: Cheng

Hiong was missing. Everyone asked the same question, "Why did he go away?" No one could give us an answer. He had seemed so happy with us and we loved him dearly. Every possible means was used to trace him but it all proved useless.

Three weeks later on a hot afternoon
(Continued on page 41)



Youngsters at the Taichung Home have fun with a favorite pet monkey, who studies his mirrored reflection. The children also have a dog and a cat.

Though the children attend a public day school in Taichung, homework is done at the orphanage, usually under supervision. Most are eager students.



LOVE built

Christian Herald's home for children at Taichung, Formosa, is a place of warmth and love and laughter for the once homeless waifs now part of its big "family"

By RUTH FISHER

PHOTOS BY TIERS FROM MONKMEYER



Youngsters often help work the Home's large garden. Many learn useful trades by serving as part-time apprentices.

A young artist shows his friend a drawing of the Wise Men and the Star, used in last season's Christmas decorations.



OCTOBER 1954

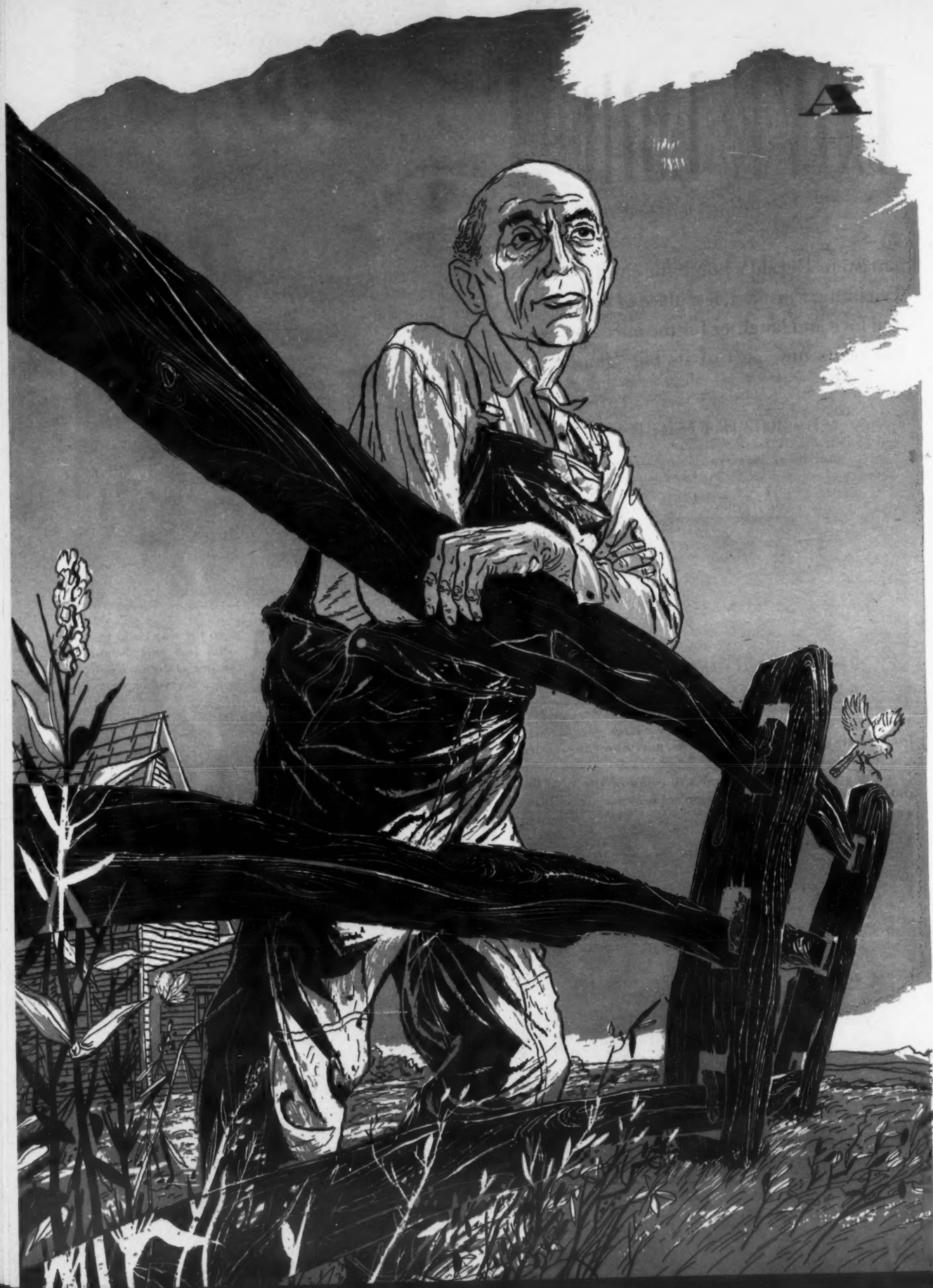


To the tiny child who has lost parents and home, a doll is a subject for sober study.

A hungry helper gets ready to serve steaming rice for supper. There's always sure to be lots of good food for all.



23



SONG

FOR

Amos

AMOS Cartwright hobbled over to the curtainless window in his tiny living room and stared morosely out at the rain drizzling down on the already sodden earth.

"Look at it, Jonathan!" Amos sputtered. He turned stiffly and faced the Reverend Jonathan Hull sitting in one of Amos' straight backed chairs by the wood stove. "This rain makes my rheumatism so bad I can hardly climb the ladder to the attic and empty the buckets I've got under the leaks in the roof. And I miss Miranda! 'Tain't living without her, somehow. Just waiting. Nigh on to a year since she died."

"Well—" Jonathan began, then stopped. He tilted his chair against the wall and stretched his long legs around on either side of the stove. Thrusting his hands into his frayed trouser pockets, he studied Amos with thoughtful blue eyes. Jonathan's hair was still thick and brown in spite of his sixty-four years, but Amos, who was the same age, had only gray wisps which he kept carefully smoothed over his head. He was a tidy little man, stooped and, right now, grumpy.

"Well?" Amos demanded impatiently.

"I was thinking, Amos," Jonathan said, "that the Swensons could easily be saying, 'Old man Cartwright's a lucky man. He's got a home nobody can take away from him.'"

Amos snorted and hobbled over to the stove. "Why

didn't you be a gambler, like you planned when we was kids, instead of turning into a preacher?" He selected a chunk of pine wood, lifted the lid of the stove and poked it in. He slammed the lid back into place with a clatter and shuffled back to his leather chair opposite Jonathan.

Jonathan continued to scrutinize his old friend. Amos squirmed. He knew that look. Sixty odd years of knowing Jonathan had warned him to be on guard. But he never knew what to be on guard for. He thought about the Swensons across the street. Too bad. Tomorrow they were being evicted, the missus and her six young'uns. Kids were going to the orphanage. Since Ed Swenson died, it had been rough on the missus. He'd left a small monthly insurance but that was a drop in the bucket. But their bad luck didn't make Amos feel any better.

JONATHAN set the legs of his chair down with a crack, leaned forward and slapped Amos on the knee.

"Amos," Jonathan said, "why don't you take in the Swenson brood? Why, man, then you'd be living again! Really living!"

"Jonathan!" Amos shouted. "You plumb loco?" He leaned forward excitedly. "Take in seven folks that ain't no kith nor kin of mine? And me with a house only big enough for two people?" He lowered his voice and looked anxiously

From his empty house Amos watched as across the street the widow and her brood were about to be evicted. It was lonesome living alone, but wasn't it better than taking in a houseful of noisy kids?

A story by FLORENCE McELWAIN

ILLUSTRATION BY CHARLES BECK



at his old friend. "You feel all right?"

"Of course." Jonathan stood up. "It is just a notion." He grinned down at Amos, then suddenly flinging back his head began to sing in his deep voice that somehow was never quite in tune, "Praise God from Whom all blessings flow. Praise Him all creatures. . . ."

"Shut up!" Amos yelled. "There ain't no cause for praisin'."

The front door closed on "ye heavenly hosts."

"Him and his praises," Amos sputtered. Then he chuckled. There was nobody like Jonathan.

The door reopened and Jonathan stuck his head into the room. "The kids'll miss their mother at the orphanage, Amos." The door closed.

"Jonathan!" Amos yelled, trying to get up. "Come back!" But Jonathan didn't come and Amos sank into his chair.

Have six kids tearing through his house? Why it would look like a barn, with their mud and sticks and weeds tracked in. Pounding on Miranda's piano? He couldn't. "Twan't expected of him! Plumb crazy notion!"

Not that the kids weren't nice young'uns. They were. Especially Curly. He was only five and a cute little tyke with his dark curly hair and big brown eyes. Where could he be? Amos wondered. It was time for them to empty the water buckets!

He got up and poked another stick of pine wood into the stove. The flames leaped toward him and Amos hastily replaced the lid. The fire roared up the flue as the fat sides on the little stove glowed red with the heat. Nothing like a wood fire to warm a fellow's bones clean through. Smelled good, too. He adjusted the damper and returned to his chair.

There was a knock on the front door. A whispering knock made by small knuckles.

"Come in!" Amos called. "Wipe your feet on the mat. Don't want your mud."

There was the sound of scuffing and scraping and then the door popped open and a dark-haired, chubby little boy came in.

"Hi, Mr. Amos!" he called banging the door behind him. Amos winced. Multiply that bang by six! Why the kids would have the door made into kindling in no time!

"Hi, yourself!" Amos said. "What you been doing all morning?"

"Helping Mommy pack," Curly said as he clambered up on to the chair Jonathan had just left. Swinging his short legs back and forth he said, "A big truck will come tomorrow and take all our stuff away."

"Well, well," Amos said.

"Mr. Amos—" the legs stopped

swinging. "What will the orphanage be like? Will it be bad? Bud says it will." Bud was fourteen and the oldest of the six little Swensons. He was a rangy boy with freckles. And most important, he pitched on the Sunnyvale Union High School baseball team.

"Course not," Amos said. "You'll have lots of children to play with, and . . ."

"I do now," Curly said. "Five of 'em."

"But you'll have little boys your own age then."

"I don't want little boys my own age. I want Jimmy and Carol and Kenny and Pat and Bud. That's who I want."

Amos didn't know what to say.



IN REMEMBRANCE

In the Cup I see Thy death,

In the Bread, Thy face;

I am not worthy, Lord, to take

These symbols of Thy grace.

As I remember Thy great love,

Thy Body torn for me,

Thy Blood poured out upon a Cross,

My soul would kneel to Thee.

In deep humility I come,

To think of Thee and pray.

My dedication I renew

On this Communion Day.

—Edna A. Hurd



Curly added, "Anyway, I want my Mommy when I wake up in the night. Mommy takes all the scariness out of me. Will Mommy come then? Bud says she won't."

"I . . . I . . . well, let's not worry about that, Curly," Amos said helplessly. "Let's go see if there's any peppermint sticks left in the bowl in the kitchen. Shall we?"

Out in the kitchen, Amos gazed about him as Curly ran to the bowl on the table. The kitchen was the largest room in the house. Miranda had loved it with its pots and pans and cutlery hanging from hooks along the wall and the big shining copper bottom tea kettle singing on the wood cook stove. It didn't shine nowadays. Amos felt bad about that, but he wasn't much hand at polishing. When Miranda was here, if it were Monday, the clothes rack would be draped with wet laundry and hugging the stove, the steamy fragrance of good clean soap filling the kitchen. And Amos, more'n likely, would be sitting in the old rocking

chair close by. Amos heaved a sigh.

He limped back through to the living room and on out to the front porch. Curly tagged along at his side, noisily sucking a slender red and white striped stick. Across the street in the Swenson house, was the sound of singing. Amos cocked his head so his good ear could detect the tune better. Then he straightened his back in disgust.

"Praise God from Whom all blessings flow." Wasn't there any other song in the town? Apparently there was, for clear and distinct came the words, "Count your many blessings, name them one by one. . . ."

Amos snorted and hobbled back into his house, slamming the front door behind him. What were they trying to do? Make themselves believe they were lucky, or just soft soapin' the Lord?

"What's the matter, Mr. Amos?" Curly demanded, frowning. "Don't you like folks to sing? Mommy says it helps make things so they won't seem so bad."

"There's songs and there's songs," Amos sputtered. "Let's go empty the buckets."

"Okay, Mr. Amos."

THE FOLLOWING MORNING, Amos was awakened by the sound of a truck parking across the street. He dressed, then went out onto the front porch. It had stopped raining. Puffy white and gray clouds raced across the sun. The storm was over. Two men in slickers and hats climbed out of the truck in front of the Swensons' and started up the muddy path. Mrs. Swenson opened the door and they went inside.

Strange, how Mrs. Swenson always reminded him of his own Miranda. Both were large women and good natured. It would be kind of a relief to have her gone. She always gave Amos a start when he saw her.

Jonathan strode into the house just as Amos was filling the tea kettle for water for his coffee. "I see your neighbors are leaving," Jonathan said, as he sat down in the rocking chair by the wood stove.

Amos tipped the tea kettle up with a jerk. The lid clattered down into the sink.

"The Lord has no hands but ours through which to work," Jonathan said slowly.

"Sure you ain't muddled in the head, Jonathan?" Amos demanded. He held the tea kettle in mid-air and stared at Jonathan. "First place," he went on, "this ain't the church, and second place, if 'twas, it ain't Sunday nor prayer meetin' night. You're plumb crazy."

Jonathan got slowly to his feet, his
(Continued on page 53)



Blind since childhood, insurance executive Tom Hawthorne of Van Nuys, Calif., not only carved out a career of his own but also helps others learn confidence and self-support.

The Blind Can Lead The Blind

By NORMAN E. NYGAARD

WITH a thin blackthorn cane Tom Hawthorne, young insurance executive of Van Nuys, California, makes his way from his home to his office, finds his way to the offices of other businessmen, goes to Los Angeles or to nearby towns in the San Fernando Valley, and lives a completely normal life although he has been sightless since he was ten years of age.

"But," he explains, "I never walk alone. You see, Someone has been walking beside me ever since I lost my sight."

Tom was ten years old when the accident happened which deprived him of his vision. He was small for his age, nervously energetic, with a tremendous thirst for knowledge, a bent for exploring the unknown.

"When he was just eight months old," his mother said, "I had to make a bracelet of little bells for him so I'd know where he was. He was always looking for something. He wanted to know what was at the top of a stairway or what was in some closet or in a room with a closed door. There was no way to keep track of him except to put bells on him."

At the age of ten he was given a chemistry set and when he had completed the experiments which came in-

the book of instructions a friend gave him a more advanced set. A guarantee came with both sets assuring purchasers that they contained no dangerous chemicals of any kind. But on August 6, 1931, a mixture which Tom had concocted exploded. As a result of the explosion Tom lost the sight of one eye and before Christmas sympathetic ophthalmia developed and the sight of the other eye was gone.

Despite long periods of surgery and untold suffering Tom refused to be different from other boys and his mother decided for his sake that she would not coddle or protect him. He would have to learn to live sightlessly in a sighted world.

"WHENEVER Tom went downtown alone," his mother said, "I'd pray constantly that nothing would happen to him. But I couldn't refuse to let him go. He wanted to show that he could make his way alone and I never wanted to let him lose that sense of independence."

Tom remarked wryly, "Don't think that I didn't pray too. I knew I had to get around but I knew I wouldn't make it if God didn't walk beside me."

In Red Oak, Iowa, and later in Cedar Rapids, Tom had newspaper routes. Always, too, after Halloween

he'd be downtown early in the morning signing up merchants for his window-cleaning service. He would line up as many as he thought he could handle and then hurry back with razor blade and a bucket of water to clean all the windows for which he had contracted, his sensitive fingers guiding him in his work.

TOM went to school with sighted children. After the family moved to Van Nuys the Hawthornes made a working agreement with the principal of the high school that Tom would keep up with the class if he would let Tom enroll. There are special schools for the blind in the Los Angeles system, but the principal accepted Tom although technically he violated the rules when he did so. With his mother's help Tom studied English, history and social science subjects. His father helped him with mathematics and geography.

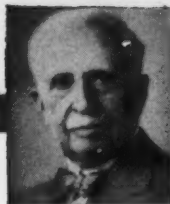
Tom even entered into sports, actually riding a bicycle.

"Only twice in his life did Tom ever suggest that he regretted his blindness," his mother said. "Once when he had started on a bicycle trip one of the boys remarked, 'You'd better stay home, Tom. You'll slow us down too much,' and Tom came home

J.C. Penney

LINES OF A LAYMAN

SUCCESS DOES NOT NEED GENIUS



IN MY last column I quoted the distinguished English author, the late H. G. Wells, as follows:

"Success has absolutely nothing whatever to do with a man's reputation, or material possessions, or social prominence.

"True success is the relation between what a man is today (that is what he has finally become) and what he could have become had he made the most of his ability and opportunity through all the years of his working life."

It is an astonishing contrast that Mr. Wells makes in the two conditions: (1) not what anyone of us is in the later years of life, but (2) what we *could* have become had we done the utmost with all our ability, understanding, and control directed upon a worth-while ultimate purpose.

This means that a young man starting out can so increase and direct his effort that it will carry him far beyond the usual time of men's retirement. Let me say this of retirement: No man should live a business life of 20 or 30 years and then retire into *nothing*. Along the way he should have provided for himself *something* into which to retire; something worth while as an adventure in benefits and service.

Success in business does not depend upon genius. Any young man of ordinary intelligence who is morally sound and not afraid to work should succeed in spite of obstacles and handicaps if he plays the game fairly and keeps everlastingly at it. When I see a youngster identifying himself so closely with his work that the closing hour passes unheeded, I recognize the beginnings of success. He is doing more than is required of him—that is, he is doing more than his employer requires of him, but not more than his own conscience requires.

and remarked wistfully that he'd have been able to go along if he hadn't been blind.

"The other time was when he worked for Lockheed during the war. He left college because he wanted to serve his country in some capacity and Lockheed was using sightless people as riveters. One day when he heard a P-38 streaking overhead he said, 'I'd be up in one of those, Mom, if only I could see.'"

Tom didn't graduate from college. He had crammed in as much mathematics as he could take and his Lockheed experience made him want to earn his own living.

He studied the insurance business and passed the state board examination. He filled his mind with rates, the telephone numbers of prospective clients, all the data that other men can note down in books.

With a grin he remarked, "I had to get it all between my two ears."

A deeply religious individual with a philosophic bent, he is also able to quote long passages from the Bible. His mind is also a treasure store of

other material: the number of steps from his office at 14507 Sylvan Street in Van Nuys to the American Legion clubhouse where his Kiwanis Club meets; the telephone numbers of all his friends and business associates; the information which he garners from radio, television, history, poetry and geography.

HE can visualize the road that he is traveling. Once in the dark, on our way to Los Angeles, we drove along a winding road which had many turns. We came to a cross road and I made a mistake and started to turn left.

"Right, fellow, right," he said. "The left turn would land you in North Hollywood."

Before Tom settled upon insurance as a life work he spent ninety minutes working in an industrial shop for the blind. His job was to count sheets of paper. The payment for this work was two and one-half cents a thousand.

"You can't imagine what that would do to a man's soul," he remarked concerning the experience. "Day after day the same thing. No chance to

think. No opportunity to use any talents except those in the tips of your fingers. I came home after trying it out and talked to God. I made up my mind that I could never be rehabilitated in that way and I prayed that the opportunity might be opened up to me to help other sightless persons escape from that kind of a life."

Success in the insurance field came to Tom Hawthorne slowly.

"People will give you a policy once in a while because they feel sorry for you," Tom explains, "but that isn't good business. You've got to prove that, despite a handicap, you can give them better service than anyone else in the field before they think of you as their insurance agent and not as the blind guy who sells insurance."

So, day after day, he made calls. Although there were times when he felt as if he'd have to give up, he refused to do so.

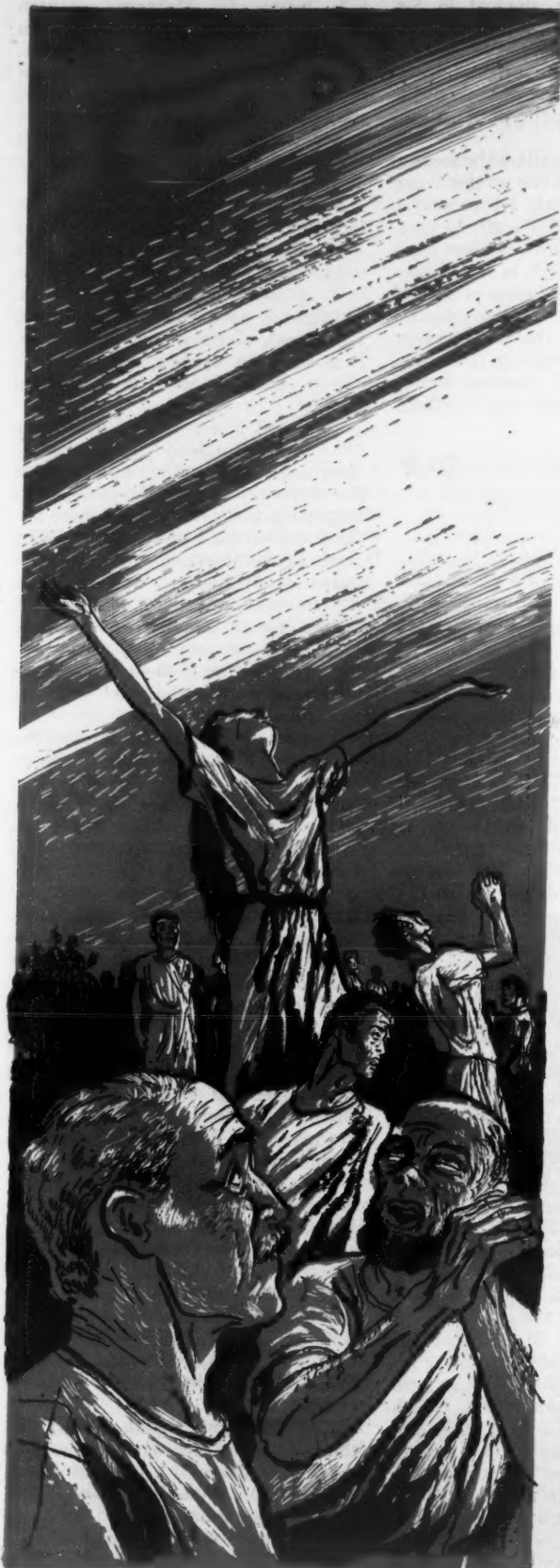
"I had to keep going, you know," Tom reminded me. "I couldn't let Mother down and I had an overpowering conviction that if I gave up I'd be letting God down. You see, I was not only working for myself, but in a sense, for all sightless folks."

He bumped into lamp-posts and mail boxes. He got callouses on his shins from hitting the counters in stores and from tripping on fire hydrants. But people came to know him. Gradually they had confidence enough to believe that he could devise insurance programs for them. Slowly failure merged into success until finally Tom had a small staff of sighted persons working for him.

Immediately after he had proved to himself that a sightless person could build up a business in the highly competitive field of insurance, his earlier dream of training others came more than ever to the fore. He particularly wanted to help men in their twenties, thirties and forties who had suddenly become blind.

"They've been in business. They've started their families, built their homes, gone along pretty well, and then—bang—they lose what most of them consider their most important asset—sight. Making brooms or cocoa mats can never suffice for them. Just because a man loses his sight is no indication that all his earning ability has slipped. It just has to be channeled into new fields of service. Men of that kind have been accustomed to using their minds but they can't spend years at a university in undergraduate or graduate work learning law or preparing to teach. They need a job now."

Since his field is insurance, Tom decided that he'd attempt to teach
(Continued on page 98)



PHANTOMS

in ascension robes

The Millerite legend: fact or hoax?
Here's what really happened on a day
in 1844 when a devout band of people
awaited the second coming of Christ

By FRANCIS D. NICHOL

PERHAPS I should plead guilty to murder. I have killed a good story. And everyone likes a good story, particularly one that deals with the dramatic, the heroic or the idiotic activities of people at some key moment of history. The "Millerite legend" was all three.

As the story goes, on a day in 1844 a company of religious people in New England clothed themselves in ascension robes and perched on housetops and hilltops to await the expected second advent of Christ. That night, disappointed, they had to go home flapping their robes behind them.

The myth would be harmless enough at this late date except for the fact that it is being trotted out again—and as gospel truth. In the last few months the doctrine of the Second Coming has been thrust into the news by the Evanston meeting of the World Council of Churches. Theologians have had much to say about the ramifications of "eschatology," as they term it.

All of which has revived the Millerite legend. The myth allows a reteller to work around to the horrific question: "If people begin to believe in the literal coming-again of Christ, won't they act as irrationally as did those people in 1844?" This gives more than ordinary interest to the story about an ascension-robed people of a century ago, and indicates that it needs to be exposed and refuted once more.

The story, of course, has many colorful details. Some of the believers are said to have climbed trees in flowing robes—no mean feat—and then to have fallen, with disastrous results. Others of them allegedly became insane from the excitement, and a few even are said to have committed suicide or murder during their insanity. A further blood-chilling item has to do with the alleged death of two little children, frozen as they waited in a field for the return of Christ.

If I must plead guilty to murdering a good story, I want to make it evident that I did so in self-defense. I am a member of a conservative Protestant body which makes the doctrine of Christ's second coming very central in its beliefs. We can't claim originality for the doctrine—the belief is as old as the Bible and is found in most

Christian creeds. But because we have made it prominent, and because our spiritual roots run down into the Advent-conscious period of the early 1840's in New England, we have suffered embarrassment from the telling of the ascension-robe myth.

That embarrassment confronted me personally in print in endless ways. Sometimes my daily paper carried a columnist's story of the "silly antics" of some people of the 1840's who expected Christ's personal coming. The moral was that anyone today who expected His coming must be a bit daft. Or an ad writer, reaching for the sensational, laid out one of those world-progress ads, picturing man's advancement over the days when "the Millerites . . . bought ascension robes" for earth's finale.

If I challenged the fantastic stories concerning the long ago I was quickly downed with ponderous tomes. I looked silly trying to fight the impressive *Encyclopaedia Britannica*, for example, which declared in so many words that the Millerites sat in their "white muslin robes, on housetops and hills."

This much, of course, I *knew* to be fact: In the early 1840's there was widespread in the United States, particularly in New England, a religious movement known as Millerism. The name was derived from that of its leader, William Miller, an ex-captain of the War of 1812. The essence of this inter-church movement was a revival of interest in the doctrine of the personal coming of Christ. So great was the interest, though often of a hostile variety, that Miller's name was frequently more prominent in the newspapers than that of the President of the United States. But from the 1840's onward there swirled increasingly around the Millerite Movement a blinding dust cloud of incredible tales.

I fell to musing: Why should the doctrine of the literal, personal return of Christ to blot out evil and recreate a perfect world for upright men, make its believers wildly irrational in conduct? The apostles believed the doctrine and were models of Christian conduct. True, the Millerites of a century ago, set a specific date for Christ's coming, but why should that necessarily lead them to weird conduct?

Literature, after all, is filled with false stories. For example, most people believe Nero fiddled while watching Rome burn; but the violin wasn't invented till the 16th century, and the historian Tacitus states that Nero was 50 miles away at the time of the fire. And of course we all "know" that Sir Isaac Newton got his idea on gravitation from the impact of an apple on his head; but patient researchers find

no reference to the incident in Sir Isaac's writings, nor in the writings of two eminent men to whom he related the facts regarding his original work on gravity. Voltaire first published the story—73 years after the apple allegedly fell!

Out of my musings came the feeling that maybe the Millerite stories were also hoaxes. Fortunately I possessed a healthy skepticism, God's gift to man to protect him against fraud. But even a flinty skepticism tends to wear away under the constant abrasion of plausible stories. I decided to investigate. Time was to prove that my venture had in it all the intriguing thrill of a detective hunt for a phantom crook.

My initial discovery was startling.

FALL PLANTING

*This brown little bulb
I can cup in my hand
Holds a miracle
Only God could have planned.*

— Elinor K. Rose

Encyclopaedia Britannica first published a sketch of Miller in its 9th edition (published 1875-89). This was far from sensational, and made no mention of ascension robes. The sketch was unchanged in the 10th. But the 11th edition (published 1910-11), dressed the Millerites in "white muslin robes" and elevated them to "housetops and hills." Did the first writer, probably alive in 1844, fail to record a startling historical incident? Or did the second succumb to a pervasive and persuasive story? (Note: The "robes" item has been deleted from all printings of the *Britannica* since 1950.)

I found that writers who mentioned the Millerites seemed to draw chiefly on two works. The first was a book, "Days of Delusion," published in 1924, largely based on some 260 letters received in response to newspaper notices. These notices invited correspondence from readers who had "any recollection of having heard parents or grandparents tell of the great religious excitement," called Millerism, of almost eighty years before.

I read all 260 letters. Their distinguishing mark was vagueness. Worthless as evidence in a court, they provided priceless material for a colorful book, which learned authors have soberly cited. I decided that if this was the best the myth could do, I had nothing to worry about!

The second, an older book was a

U.S. history by McMaster, written largely in terms of the items found in the newspapers through the years. There I read a summary of newspaper stories of the 1840's that described strange Millerite conduct—ascension robes, two frozen children, a robed Millerite falling from a tree, mentally shattered victims.

My courage ebbed—but still I was skeptical. The newspaper stories seemed just *too* lurid. Solicitous friends suggested I explore no further, lest *more* ghosts come out of the closet. But light is good medicine for ghosts, I reasoned, and reviving my courage, I decided to explore not only the closets, but the Millerite cellar and garret.

I visited every historical society office in New England where the movement arose, and endless libraries over the country. Notices in the newspapers helped me to locate further source material. I lived for a time amid the book stacks of the American Antiquarian Society at Worcester, Massachusetts, which contains an almost complete collection of early American newspapers. I stumbled onto an unpretentious looking box at Aurora College, Illinois, that held more than a thousand letters to and from William Miller.

I read faded pages and inhaled fine dust for two years, photostating literally two bushels of key documents and newspaper items. When I finished, my face was grimy with dust, but I was beaming through the dust. Here's what I found:

IN THE 1840's, it was clear, many people took their religion lustily, even explosively. In 1844 rioters actually burned down Catholic churches in the City of Brotherly Love. If there were any libel laws, the press seemed unaware of them. That forthright word "liar" was often employed, nor was it always confined to the secular press. Opposing schools of thought within denominations hurled acrid adjectives at each other.

The 1840's were marked by credulity. An 1843 newspaper solemnly reported that a woman had vomited up a full-grown frog, which took one great hop and died; she had earlier swallowed a tadpole when drinking in the dark! The editor said he believed the story because a minister had told it to him, and the minister's wife had swallowed the tadpole! The story was reprinted widely.

The 1844 newspapers related that the wife of a Missouri settler had suckled an elk until it was full grown. Many editors printed the item as fact, some hedged a little.

There were no leased wire services,
(Continued on page 36)



TEXT: "Now faith is the substance of things hoped for, the evidence of things not seen."—Hebrews 11:1

Act As If...

By S. M. SHOEMAKER

Rector, Calvary Episcopal Church, Pittsburgh, Pa.

A SMALL boy once said, "Faith is believin' what you know ain't so." Of course this is a complete misconception. Faith is primarily a kind of expectant loyalty towards God, life and the universe—only secondarily an intellectual conviction. It is much more like falling in love than it is like adopting a philosophy. When we find faith, as when we fall in love, all our faculties are used, not the intellectual ones only.

In its earlier stages, the finding of faith may be very much like a scientific experiment. You take a hypothesis, you test it, you confirm or disprove it. Faith (real faith) does not move in an atmosphere of pious make-believe, but of open-eyed trial and testing. It can be begun without making any of the large assumptions we often think it requires of us. Science and religion can be quite close together in the all-important method of approach. As Lowell phrased it, "Science was faith once."

Some will say, "But isn't it a kind of hypocrisy to 'act as if' when you really don't believe at all? One could answer that it is not hypocrisy for a scientist to treat a hypothesis as true long enough to prove to his own satisfaction that it is or is not. It might be hypocrisy if your mind was made up ahead of time, and if you were determined, no matter what happened, to hold on to your skepticism, or for that matter to hold on to your faith, no matter what "acting as if" might show. A real experiment, entered into with an honest and open mind, is an avenue to truth.

Mrs. Thomas A. Edison told me that her husband worked for eight years to create the common electric bulb. He had faith that such a thing could be done. He had ideas about how it might be done. He tried one after another till he struck the right one. The world takes the incandescent bulb for granted. But it was one man's hypothetical faith that led to the discovery. Should we begrudge the few hours, or

even months, or years, if it should take us that long to find God?

Some years ago I found myself talking with one of the most natural and congenial skeptics I ever knew. He had made a fortune and lost it, made another and lost that. As he sat there twiddling a cigarette in his nervous fingers, he told me he wasn't sure he had enough money to pay his rent. He was taking pills in order to sleep. I think he doubted if there was any way out of his predicament.

He had been to a meeting where I had spoken, and knew of my own faith. "Want to try an experiment?" I said. Waving me off, he answered, "I don't even believe in God."

I said to him, "Well, there is some-

thing that seems to help people who believe. And I believe that Something will help you if you will let Him."

"How can I let Him if I don't believe in Him?" he asked.

"Well," I said, "suppose we tried just saying out the whole truth about your situation, and the way you feel about it, to Whatever is the ultimate truth and reality in this universe—call this 'He' or 'She' or 'It' for now—and honestly ask for help and guidance."

"How would you do that?" he asked, growing warmer with curiosity if not with faith.

I suggested that we kneel down out of a kind of reverence towards the Unknown, and then that he say out exactly what he was feeling—not putting on anything, not pretending he believed anything he didn't believe, but exposing himself to whatever creative force runs through existence.

"Well," he mused, "I certainly am in a jam. I'll try anything once." The adventure of something entirely new, that just *might* make a difference, was getting his imagination.

HE got down on his knees, half laughing at himself and thinking nothing would happen, half hoping that it might. . . .

What he said in his prayer (I recall it word for word) was, "O God, if there be a God, send me help now, because I need it."

It was a good, honest, selfish prayer. From where I sit it is worth a dozen pious word-formations that never get above the ceiling.

Climbing back into his chair somewhat sheepishly, he looked at me in a mischievous kind of way, and after a little while said, "I don't feel any different."

I told him I didn't specially care how he felt, but I was interested in what he was going to do. "Got a Bible?"

He hadn't but his wife had. I said





To catch the real meaning of Christmas, millions of families the world over will prepare, for weeks before, through the daily meditations, prayers and Scripture readings in The Upper Room.

Your family, your church group or your congregation can share in the Christian observance of Christmas. Your friends and loved ones will find daily use of The Upper Room most helpful.

Order the November-December issue TODAY. Ten or more copies to one address, 5 cents per copy. Individual yearly subscriptions 50 cents, two years \$1.00. Airmail edition for youth and for men and women in the service, same price.

For a variety of Christmas remembrance suggestions, write for Gift Catalogue.

The Upper Room

The world's most widely used devotional guide

1908 GRAND AVENUE

NASHVILLE, TENN.

JEWS WHO MUST SUFFER FOR CHRIST



Rev. Jacob Peltz

Jews who confess Christ as Messiah and Saviour frequently undergo the severest hardships and persecutions. One Hebrew Christian in Jerusalem was advised "not to be baptized" and "don't dare mention your faith to others!" In reply, this Hebrew Christian exclaimed: "Say nothing to anybody about my Lord? I would rather be dead. As long as I live, I want to be a witness for Him."

Other Hebrew Christians have been ostracised, boycotted, tormented and beaten because of their courageous confession of the Lord Jesus Christ. It is such Hebrew Christians, new converts, missionaries, the unemployed, the maltreated, the bewildered and the hungry, whom we must shepherd and sustain. Please do pray for us and send your gift to help our ministry amongst the poor and bereft, the young in our Children's Home, the aged Hebrew Christians, the babes in Christ suffering frustration and humiliation for His sake. The need is very great! Please do send your gift now.

\$10.00 will pay for a big nutritious CARE food parcel for a needy family in Europe or in Israel

\$10.00 a month will support a Hebrew Christian orphan in our Children's Home in Germany

Address communications to:

THE INTERNATIONAL HEBREW CHRISTIAN ALLIANCE

Rev. Jacob Peltz, Ph.D., B.D., Secretary

Dept. CH

U.S.A.
4919 N. Albany Ave.
Chicago 28, Illinois

Canada
51 Bellevue Ave.
Toronto, Ontario

he might read a chapter that night before he went to bed—maybe the third chapter of John; and another when he woke up next day—maybe the 12th chapter of Luke, I suggested he might come to church Sunday and see whether he could catch anything from the faith of other people. Also that he keep praying every time he could think of it. "Keep saying whatever is honest about yourself and your situation to whatever is the Truth behind all creation. I think you'll feel you are being answered," I said, "and this is your end of the experiment."

He tried it—intermittently at first, fighting almost every step of the way, as if some imp of the perverse was sitting on his shoulder saying, "You know you don't believe a word you are saying."

But he kept on with the experiment. His own need prodded him. The faith of other people gave him an atmosphere at least more positive than that created by his pagan friends. He had to admit that *something* was helping him, for he began sleeping without barbiturates, the business slowly began coming back, and there was something with which to pay the bills.

The skeptic was baptized and confirmed and died a vestryman of my old church in New York. At his funeral there were hundreds of men, at least a dozen of whom said to me that he was the last man they ever thought would "get religion." Yet he did. How? By an experiment. By *acting as if* till there was an opening for God to come through. Not full-blown faith, but just a small channel of aspiration.

OFTEN it pays to stumble around. "Suppose," once said Charles F. Kettering of General Motors, "a half-dozen of us are seated around the walls of a very dark room. We are told that somewhere in the open middle space is a chair. That chair would be found, not by those who sat still and philosophized, but by the fellow who got up, walked and stumbled around until he found it. Nobody ever found anything sitting down."

When children are small, they know little about manners; as they grow older, they do better. It is much the same with God. Reverence and worship come later. Possibly our first real approach to Him is through being as frank and honest as little children are.

One day a young doctor with a warm heart, who was first experiencing the tragedy of pain and illness in children, met a minister whom he knew on the street, and said, "I guess I need to talk to you. Instead of believing more in God, sometimes I feel like shaking my fist in His face and saying, 'D . . . You for letting these kids suffer like this!'"

Instead of being shocked, the minis-

ter said, "Probably that is the first real prayer you ever said."

The young medic was surprised that a clergyman would liken what sounded like pure blasphemy to prayer. He was told that if he would pursue this further, and really tell God all that he was thinking and feeling—say to God just what he had said about Him—it might be the first step toward faith.

NOTHING is a greater proof of the reality of God and of prayer than just this difference between saying something in general, and saying it with your mind upwards towards Him. It seems to give Him something like a lightning rod down along which He can send help.

It was also suggested to the doctor that prayer is a two-way proposition, and what God has to say to us is at least as important as what we say to Him. Hence, why not listen a little while? He did. No great illumination—only a strong conviction to the doctor that his job was to alleviate as much pain and suffering as he could, and that somehow God was interested in that. This experimental approach afforded him an avenue to faith.

Last year some ideas of experimental faith were tried out by a group of fairly privileged younger married people. They began by facing the fact that Christianity had a primary place in the emergence of our western ways of freedom and democracy and soon they went on to ask, "How do you find this faith?" There is a power in this universe which we call faith, and which is as plain and real as the power of electricity or the atom. Samples of faith do more good than sales-talks about it. These couples began taking the first steps of spiritual experimentation—trying to pray to find God's will, not trying to get Him to change it in favor of their own, taking a seven-weeks course in what Christianity is, putting actual prayer and faith to work daily.

One of these young men, a Harvard graduate with a fine New England background and a good moral outlook, but a very slim hold on anything like real faith, told me recently: "All my life I have tried to find God by reason and logic. I could find reasons for believing in God, but I could also find reasons for not believing. So it never got me anywhere. Then someone came along and told me to make an experiment of this—to act as if God were, and see what would happen. I did. And what happened was that prayer has become a real, life-giving force to me. I live under less pressure, sleep better, make better decisions, and am generally a much happier—and I hope more useful member of society."

He has joined the church, is teaching a class of boys on Sunday, putting

Here in a nutshell...

WHAT Wheaton Annuities will do for You...

they will... add to your financial security by providing a fixed, dependable income as long as you live. Wheaton annuities are often used to supplement personal retirement programs.

they will... assure a steady source of income for a survivor after you are gone (if so stipulated). They are quite the opposite of life insurance, which, in general, offers protection in the event of death. Annuities are purchased in anticipation of living, and the longer you live the more benefits you receive.

they will... bring an attractive yield regardless of economic conditions, eliminating worries of fluctuating stock market and reinvestment problems. The returns are often higher than on many conservative securities.

they will... bring rich rewards in the satisfaction of having a part in the Christian training of promising young men and women at Wheaton College. A time-tested investment plan with a *spiritual impact*—not intended as a means to "get rich quick."

And remember, the investment of your "Treasures for Training" will continue to bring dividends for eternity!



HERE'S A SAMPLE

of the Annual Income you'll receive from each
\$1,000 invested in Wheaton Annuities:

FEMALE	Age 71	\$60.31	MALE	Age 71	\$65.83
	Age 76	65.83		Age 76	71.38
	Age 81	71.38		Age 81	79.91

WRITE TODAY FOR FREE BOOKLET... PLEASANT TOMORROWS

WHEATON COLLEGE • Wheaton, Illinois

Dept. CH104

Please send me, without obligation:

- ☐ *Pleasant Tomorrows*, the illustrated booklet which explains in detail your Annuity Plan.
- ☐ *Peace of Heart*, the handy folder which provides a valuable check list for important and personal papers.

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Good reading—anytime!

\$2
each

ANGELS IN PINAFORES by Alice Lee Humphreys HEAVEN IN MY HAND

Dozens of adjectives have been used in the reviews of these books, yet, after reading them, you probably would describe these heart-warming volumes in still another way. They are "appealing" and certainly "unique." Get yours today!

at your book dealers

JOHN KNOX PRESS
Richmond, Virginia

WHY DON'T YOU WRITE?

Writing short stories, articles on business, current events, homemaking, hobbies, travel, local, club and church activities, etc., will enable you to earn extra money. In your own home, on your own time, the New York Copy Desk Method teaches you how to write the way newspaper men and women learn—by writing. Our unique "Writing Aptitude Test" tells whether you possess the fundamental qualities essential to successful writing. You'll enjoy this test. Write for it, without cost or obligation.

NEWSPAPER INSTITUTE OF AMERICA
Suite 5284-S, One Park Ave., New York 16, N.Y.



FOR LAYMEN ONLY

(IT'S ABOUT YOUR MINISTER)

**are you protected
if he can no longer serve?**

YOUR MINISTER may have adequate life insurance. In addition, he may also carry an accident and health policy to cover the short-term emergencies. But what if a major calamity strikes him so that he is permanently laid up?

Could you continue to pay his salary for six months—a year—five years—or more? Just what should be the Christian responsibility of the laymen toward their minister?

There's a new MLCU Major Disability Policy to cover this problem. Payments begin at the 4th month of disability and run for as long as 10 years. The minister would receive \$150, \$225 or \$300 a month. Cost is as low as \$6 a quarter year, depending on age.

Don't wait until something serious happens. Inquire for details now. No salesman will call.

Sold Only By Mail by
MINISTERS LIFE & CASUALTY UNION

124 Ministers' Life Bldg., Minneapolis 16, Minn.



his faith to work daily on the job, and has found a whole new source of inner power. None of this has come by swallowing something he could not digest intellectually; but by exploring in a field where he did know exploration was possible.

Try it in several fields. Try forgetting yourself more in your relations with people, and going out to them in caring and in service. Act as if love would work better than self-centeredness, or resistance, and see whether it will. Try it today on the most impossible person you know. At times it seems as if love sent out to people were as definite as sunlight, as powerful as electricity. Whatever it may do to the other person, it will at least make you feel better and probably live better.

Act as if prayer were real. Don't talk about it, or argue with yourself about it, but *pray*. Get on your knees if it will help—or go into a church where it is quiet. Cut out the world for a while and seek God. Talk to Him as if He were there. And you are likely to discover that Somebody is listening. How do you know it? How do you know red from green in a traffic light? What has made people pray throughout all the ages?

Act as if prayer for other people were real. Lift them up to God in prayer. Don't draw them back again in worry—leave them in His keeping and pray for them as often as you can think of it. William Temple, the great late Archbishop of Canterbury, said that when he prayed for people, coincidences happened—and when he stopped praying, the coincidences stopped. That may be your experience.

Many people who would like to have faith feel themselves denied it because they would have to begin by saying they believed something they did not believe. However, the leap of faith is not the admission of credulity, but of a kind of courage. The first steps of faith are looking for the evidence. The greatest evidence of all is a first-hand experience of God. That is why we must come right into His Presence, or at least seek to do so. We can indulge a great deal of doubt so long as we merely talk *about* God. But when we walk right into His Presence, and talk *to* Him, doubt has a way of vanishing: it just seems curiously out of place, irrational and silly. Try telling Him in the deep silence of night, or in the dark corner of a quiet church, or as you walk along a country road, that you do not believe He exists! *Try* it. Don't just think about doing so, but actually *do* it. I'll wager that what you will get back from Him will not be a blinding light, or some gush of sentimental feeling, but rather a sense that you have been acting a bit foolishly, then a cool sense of added strength,

some insight about a problem or a person, a realization that you are in touch with more Power than ever before in your life.

Faith is like every other experiment. You try it first. You want to learn to ride a bicycle: you get on, cut queer figures on the road, fall off a couple of times, and finally get the hang of it. There is a point where the experiment turns into an experience. You want to learn to swim. You get in part way and splash around. Somebody tells you what to do with your arms and legs. After a while you find that the water plus your own efforts are holding you up and moving you forward. It is the same with faith. Nothing beats a try! As in everything else, we learn by doing.

Certainly this approach to religion

The Builder

They taught me how to build
(A better world, they said)
And in my youthful zeal
I helped construct a bridge that led
To other lands, that linked together
men who dwell
Around the earth. And Peace stood
sentinel.

They handed me a bomb,
Commanding me to hurl it down. And I,
(What else was there to do?)
I loosed it from the sky.
It ripped the girders, crushed the steel,
it tore the bridge in two.
And War drew out his fiery sword to
stab Peace through.

What I have built is gone: man's way
has reached an end.
O Builder of the universe, teach me!
For I must build again
A road that shines like a beam of light
straight to the hearts of men.

—Clara Paine Otis

ought to commend itself to an age that has been nurtured on the scientific spirit. It means simply that, instead of going counter to that spirit, we apply it—apply it to the most important thing in our lives. As President Pritchett of Carnegie Institute points out, science is grounded in faith just as much as religion is: "Scientific truth, like religious truth, consists of hypotheses never wholly verified that fit the facts more and more closely." We need not expect that all hidden meanings will be clear if we make the experimental approach to religion. But we can, as Thomas Huxley enjoins us, sit down before the facts as a little child and be prepared to give up our preconceived notions. This will start us on our way. And with all our scientific preoccupations, we need to remember the truth of the ancient Chinese proverb: the longest journey begins with a single step.

THE END



**Plan to Spend
THE MOST MEMORABLE 59 DAYS OF YOUR LIFE**

Step aboard the beautiful SS Silverstar in New York on March 15, 1955. Then you can pack away every trouble and care.

Let this cruise ship, comfortably equipped (including air conditioning), waft you back through 20 centuries into the fabulous land of the Bible.

Climax this glorious adventure of the mind and the body and the spirit by observing Easter, 1955, at the scene of the first Easter Day—Jerusalem.

Your 1955 Christian Herald Bible-Land Tour takes you to 15 countries and island groups on three continents, including Madeira, Tunisia, Egypt, Lebanon, Syria, Jordan, Israel, Cyprus, Turkey, Greece, Italy, France, Spain and Portugal. All arrangements for you are made in advance, including details of visits, sightseeing and hotel accommodations ashore.

Your chaplain on the Tour will be Dr. Daniel A. Poling. He will accompany the party across the Atlantic and for a part of the land tour. Dr. George M. Lamsa will be the lecturer. He is a native Assyrian and his mother tongue is Aramaic, the language Jesus spoke. For over 30 years he has been lecturing to American universities, colleges and seminaries in his adopted tongue, English. He has just completed a translation of the Scriptures from Aramaic to English. These two will be assisted by other prominent and well informed leaders. Mr. Carroll M. Wright, who is well known for a quarter of a century of managing Christian Endeavor tours, will again be our Tour Director.

Take the first step NOW toward joining us in this wonderful experience in travel and Christian fellowship. Mail the coupon for full information.

MAIL COUPON TODAY!

**Mr. Carroll M. Wright, Director
Christian Herald Travel Bureau
27 East 39th Street, Room 250
New York 16, New York**

The Bible-Land Tour sounds most interesting. I might like to consider taking it. Without placing me under any obligation, please send me full information.

Name.....

Address.....

BE YOUR OWN MUSIC TEACHER

Send for Free Book Telling How Easily
You Can Learn Piano, Guitar, Accordion,
ANY Instrument This EASY A-B-C Way

NOW IT'S EASY to learn music at home. No tiresome "exercises." No teacher, just START RIGHT OUT playing simple pieces. Thousands now play who never thought they could. Our pictured lessons make it easy as A-B-C to learn to play popular music, hymns, classical and any other music. Only a few cents a lesson. Over 900,000 students! (Our 56th successful year.)

Mail Coupon for **FREE BOOK**. Find out why our method can teach you quickly, easily, inexpensively. Write for Free 36-page illustrated Book. No obligation.

Mention your favorite instrument. Just Mail Coupon below. **U. S. SCHOOL OF MUSIC, Studio 2910, Port Washington, N. Y.**



U. S. SCHOOL OF MUSIC
Studio 2910, Port Washington, N. Y.
Please send me your 36-page illustrated Free Book. I would like to play (Name Instrument).

Instrument..... Have you
..... Instrument?.....
Name..... (Please Print)
Address.....

Having been given free access to all of Stamps Baxter's Music Plates, I have selected 100 of the best old hymns and songs, 50 of the popular songs, 75 new and recent gospel songs. 25 of the new hymns written by Dr. Alfred Barratt, Litt. D. No jazz songs, a good Hymn Book for all church uses with 8 pages of Scripture reading in back. To keep down cost, this book titled: The Golden Crown Hymnal, is published only in tough flexible binding and shape notes.

Cost One copy\$.60
One Dozen 6.00
50 Copies 22.00
100 Copies 40.00

Order from **J. B. Fitzgerald**
Denver, North Carolina



The Rembrandt of Pictorial Plates

ORGANIZATIONS Raise Money Easily

Sell these exquisite 10-inch **PICTORIAL PORCELAIN PLATES** as cherished mementos of your Church, Courthouse, Hospital, School, etc., fired with a beautiful etching-like reproduction of Your Own Building in handsome ceramic color. Wholesale prices. Organizations only. Without obligation, write for free illustrated literature...

Ask for Folder C.

Edwards China & Glassware Co.
ROCK HALL, KENT COUNTY, MARYLAND
China for Hotels, Clubs, Dining Rooms, etc.



PHANTOMS IN ASCENSION ROBES

(Continued from page 30)

no telephones, and thus little chance to verify quickly the facts about any happening. The newspapers unblushingly copied, one from the other, the most defamatory stories. But they rather routinely protected themselves with the irresponsible phrase, "It is rumored," or "It is reported."

Into that kind of world Millerism was born. The movement proper existed for about four years and came to its climax October 22, 1844, the day mistakenly set for the coming of Christ. By early 1843 Millerism had grown large enough to attract wide attention and critical barbs. Prominent among these were the rumors, widely published in the press, that the Millerites were making long white robes in which to ascend to heaven.

But rumor quickly changed to alleged historical happening with the sad story of Samuel Shortridge of New Hampshire who, dressed in a "long white ascension robe," climbed an apple tree, jumped upward, fell downward, broke his neck and died, "The distressing effects of Millerism," commented the press. But the news item hardly made the rounds before it was challenged — by Shortridge himself. Whether he even climbed a tree, robed or unrobed, no paper attempted longer to maintain. The poor fellow had suffered from spells of insanity, for as far back as ten years, the New York Tribune confessed. That was before Millerism began. This lone story of apple tree activity (I found none other) planted apple trees in an amazing number of credulous minds and history books, each tree bearing its ghostly fruitage.

The Millerite rejoinders in early 1843 were evidently so convincing, to say nothing of sulphurous, that the robe story quite died out of the papers, though other ridiculous ones took its place. If the Millerites themselves weren't crazy, at least they were driving others mad—that was the sinister turn the accusations took. McMaster's *History* cites certain of these news items as indubitable facts.

In the American Antiquarian Society library I found a complete file of the annual reports of asylum superintendents for the 1840's—drear documents—and made a great discovery. The cause of a patient's insanity, as set down in the asylum record of those days, was that given by the relatives! And what causes they gave—"family trouble," "disappointed ambition," "asthma," "animal magnetism," "mortified pride," "political excitement," etc. Only a very few gave "Millerism." And a careful (even ex-

WE LIKE Higley's Famous Pocket Quarterlies

Based on the Uniform Series of the International
S. S. Lessons—for all Depts.

True TO THE Whole Bible

Designed to fit the pocket, in size and price. 4 1/4 x 6 1/4, 68 pages, each more than 25,000 words, handy size makes them easy to carry—hard to lose.

Can be conveniently studied during the week. They save time—win souls and build character. Each only 12c.

FREE! Write today for full particulars of our famous pocket quarterlies and other unique Sunday School lesson materials and supplies all fully described in our big **FREE** catalog which includes Bibles, books, greeting cards, mottoes, calendars, etc.

THE HIGLEY PRESS, Dept. C-1 Butler, Ind.



FREE CATALOG of CHRISTMAS Plays, Pageants, Solos, Carol Books, Records, Music, Cantatas.

Hundreds of gift ideas for your friends, pastor, church. Prices from 15¢ to \$1.25. Wonderful sacred music and drama for children and adult activities, services.

Write for 32-page **FREE COPY**

Rodeheaver Hall-Mack Co.
105 Ninth Street, Winona Lake, Ind.

STOP RADIO & TV NOISES INSTANTLY

NEW PATENTED ELECTRONIC INVENTION "CLEAR TONE" filter eliminates noisy interferences caused by all motor appliances, autos, oil burners, etc. Simply plug radio or TV cord into filter and filter into wall socket. Enjoy "CLEAR TONE" reception. Try 5 days—**MONEY BACK GUARANTEE.** SEND 10¢ for postage handling.

2 for \$1.50

Household Prod., Dept. 1, Scarsdale, N. Y.

DON'T MISS THIS!

Many are glad they wrote for our OFFER. You, too, if qualified, can make \$6,000.00 to \$8,000.00 your first year. Preference given those seeking work with Christian emphasis. Openings also for part time employment.

Write today. State experience and full particulars. "Opportunity Plus" booklet **FREE.**

JOHN RUDIN & COMPANY, INC.
1018 S. Wabash Dept. C-9 Chicago 5, Ill.

Show New COLOR-PHOTO Christmas Cards

YOU \$1 EVERY TIME YOU SELL 1 BOX

\$25 Profit on 25 Boxes; \$100 on 100 Boxes

Show **FREE** Samples of Name-Imprinted Cards with Natural Color photos. Make \$1.00 on every single box. Up to 100% profit on 50-Card \$1 box (limited supply). **EXTRA!** Factory Surplus Bargains

Flash Bargain Specials while they last! Get Assortments on approval, and Personalized Samples **FREE.** Write **TODAY!**

MIDWEST CARD CO., 1113 Washington, Dept. K-8, St. Louis 1, Mo.

SELL VINTEX PRODUCTS FOR

Big PROFITS!

Top quality—money back guarantee—reputable, established firm—big profits for you.

Organizations by the thousand are piling up **BIG PROFITS** by selling the **VINTEX** line of nationally known household necessities—a choice of 10 items. Write for full details and write today!

VINE ASSOCIATES, BEVERLY 8, N.J.
Serving organizations for over 30 years

haustive) examination of them revealed that in many cases those suffering from supposed Millerite-induced insanity had had earlier attacks, long before Millerism was known.

A few weeks before October 22, 1844—the day the Millerites believed Christ would return—the press rapidly increased its stories about them, and revived the ascension robe item. On October 17 a Boston reporter in New York city wrote of seeing a placard in a Bowery store window, "Muslin for Ascension Robes," and added: "I know not whether this was done for waggery, or from that spirit of trade, which is ever willing to turn a penny on war, pestilence or conflagration." Many newspapers printed the reporter's item about the words on the placard, but generally failed to add that they might have been written as "waggery."

In the lusty 1840's printers often capitalized on current issues by bringing out broadsides—large sheets of paper printed on one side—that colorfully discussed the issues. A broadside widely circulated a few days before October 22, 1844, pictured the Boston Millerites, clothed in ascension robes, ascending to heaven atop their tabernacle. In the accompanying text was the story of a Joanna Southcote who, years before Millerism arose, had allegedly gone out one night on a hillside in England, in expectation of Christ's coming. Returning home, so runs the story, she called to her husband to unlock the front door, but he called back gruffly that his wife had gone to heaven and that he would admit no strange woman. A good story! Altogether too good to let die. As late as 1954 a newspaper columnist brightly tells this story as solemn history—with its setting, however, in the United States, and the debarred wife a Millerite!

October 16, 1844, a Philadelphia paper printed this bit of hearsay about the Millerites: "We have not attended any of their assemblies, but those who have been present at their meetings, assure us that the scene is appalling." But on October 21 another newspaper in that city, not content with gossip, sent a reporter to one of their meetings, and then published this: "We took occasion to go to a Millerite chapel in this city, to witness the proceedings of the fanatical persons who attended them, and were surprised at the apparent intelligence and actual respectability of the members. Discourses were pronounced in smooth terms."

Then came October 22! I turned the yellowed pages of every newspaper I could secure, and found—nothing! That is, nothing about robed Millerites, either on housetops or hilltops or in the fields. The only mention of fields was the story, a true story, of some 150

ONLY

Perfection

gas heaters have

THESE GREAT GUARANTEES!



MONTEREY TAN

Only Perfection Gives You ALL 4!

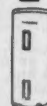
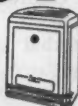
- Lifetime burner guarantee . . . no worry about something going wrong.
- 20-year combustion chamber guarantee . . . only home heater in the world to offer it.
- Exclusive Regulaire* Blower ends cold floors . . . no more heating "ups and downs."
- All Porcelain finish . . . always beautiful.

*Pat. Pending

PERFECTION STOVE COMPANY • 7551-B Platt Ave., Cleveland 4, Ohio

Perfection

YOUR HOME DESERVES



PORTABLE HEATERS

FURNACES • HOME HEATERS • RANGES • AIR CONDITIONERS • WATER HEATERS

FOR PASTORS, TEACHERS AND STUDENTS!

These latest Bible
Study books are a must!

**A CHRISTIAN APPROACH TO
PHILOSOPHY** by Warren C. Young
This is an introductory work for the student of philosophy, giving philosophical ideas past and present. The author believes Christians should be interested in the world of philosophy and not just leave it to secular interpreters, pointing out that Christian realism offers the best possible medium to understand the world we live in. 268 pages, cloth, \$4.00

NEHEMIAH, THE EXECUTIVE
by Stanley E. Anderson
This inspiring message takes aspects of Nehemiah's experience to encourage and instruct in Christian leadership. It will be particularly helpful to pastors and church leaders in counseling and youth work. 168 pages, cloth, \$2.50

THE HOLY SPIRIT
by John Walvoord
The author presents a very thorough study of the doctrine of the Holy Spirit, showing first the personality and attributes of the Holy Spirit and then, His Deity. References to the Holy Spirit are pointed out in the Old Testament, His relationship to Christ, His part of Salvation, and finally, His operation in the life of the believer. 275 pages, cloth, \$3.50

**THE BAPTIZING WORK OF THE
HOLY SPIRIT** by Merrill F. Unger
This book covers the baptizing work of the Holy Spirit in the Gospels, in Acts and in the Epistles. It covers a complete presentation on the baptizing work of the Holy Spirit and power. 147 pages, cloth, \$2.00


Available at your favorite religious bookstore
or write to:

Van Kampen Press
236 E. Willow Street, Wheaton, Ill.

**THIS VALUABLE BOOK
FREE
TO PARENTS...**

Every parent should have this new book about child training. Covers all ages. If you want to be prouder of your children both now and later in life, write today. The book is free; no obligation. Simply address

PARENTS ASSOCIATION
Dept. 910, Pleasant Hill, Ohio



**AT LAST! SOMETHING NEW and SENSATIONAL in
LAST! CHRISTMAS CARDS**

MAKE Extra MONEY FAST

Superb Satin Velour & Metallic Show Rich New Cards never before offered. Amazing Value! Gets Easy Orders FAST! Pays up to 100% Cash Profit. Big Line. FREE Samples of 30 Gorgeous Christmas Cards with Name 50 for \$1.50 up. Stationery, Napkins, Kiddie Books, Games, Gift Items. Several \$1.00 Boxes ON APPROVAL.

PURPO GREETINGS, 2801 Locust, Dept. 43-M St. Louis 3, Mo.

LEARN AT HOME

- to be a Nurse's Aide
- Practical Nurse
- or Infant Nurse

Prepare in spare time for a fascinating, high-pay career. Thousands of men and women, 18-60, are graduates of this physician-endorsed course. High school not required. Easy payments; earn as you learn. Trial plan. 55th year.

CHICAGO SCHOOL OF NURSING
Dept. 5510, 25 East Jackson Blvd., Chicago 4, Ill.

Please send me free booklet and 16 sample lesson pages.
Name _____ State _____ Age _____
City _____

Millerites who withdrew from Philadelphia the day before the expected end. These 150 leaving one city—and in civilian clothes—apparently provide the only basis for the current legend that the Millerites left the great cities by thousands—and in flowing robes.

Out of this Philadelphia incident came the rumor that two children had frozen to death, exposed to the bitter weather over night. But the coroner's report for the week contained no account of two children dying from exposure or freezing—and the temperature was in the 50's!

The newspapers really said little about Millerite activity on the 22nd. What's newsworthy about a group quietly sitting at home or in a church service? A Cincinnati newspaper published a reporter's eyewitness story of a Millerite gathering on October 22—the only such report I could find—the meeting of some 1200 in their tabernacle in that city. He candidly wrote: "I observed no ascension robes on, and concluded that the rumor of a wagon load having been taken there yesterday, was only a slander. There was less excitement than I expected, and a great deal more cheerfulness. . . . The meeting was very orderly." The story was reprinted in a Philadelphia paper.

The paper that really caught my eye was the Boston Post of November 2, 1844. Dominating the front page was an article by Miller's principal associate, Joshua V. Himes. He had appealed to the editor to make the "amende honorable" for the scurrilous skits that had been published. The article bristles with names and dates and places, and tells of the health and happiness of certain Millerites who allegedly had committed suicide. Then Himes adds: "Every other case of suicide and death that we have been able to trace—not excepting the two children who froze one night near Philadelphia—are equally false—and also every story about ascension robes, etc."

This Post article was widely quoted by other papers. None attempted to refute it. Some frankly admitted, as did the Boston Daily Mail, that Himes "most effectively disarms his enemies and nails their slanders to the counter." A researcher examining the newspapers of 1844 could hardly fail to find some reference to Himes' documented article of denial. But has any writer on Millerism ever mentioned it? No!

If McMaster saw these favorable items, and others that might be quoted, he gives no intimation in his *History*, which ostensibly is coldly factual and objective. What's more, the reader would never guess that most of the newspaper items he used were originally prefaced with "It is rumored," or "It is reported," etc. As restated by him

they sound like unquestionable facts.

Nor do any popular accounts disclose the fact that most of the Millerite leaders were ardent social reformers, particularly regarding abolition of slavery. The record is clear that Miller himself assisted slaves to escape to Canada. These facts hardly square with the popular notion that preachers of Christ's coming are always dreamy, unrealistic people, who are forgetful of men's more immediate need for social improvement.

The growth of the Millerite legend from 1844 till now is a story in itself. In the oversize pages of the New York Independent of 1870, which boasted the largest circulation of any weekly, I found a subscriber's offer of \$100 for proof that a Millerite ever wore an ascension robe. Only one person sought to win the \$100—with second-hand proof. Had all the multitudes who are supposed to have witnessed the robbed Millerites sitting on housetops died in the brief period of twenty-six years? The editor of the Independent dismissed the matter with a comment on "idle stories set afloat in a time of excitement to satirize the Second Adventists."

Scanning the 1894 file of the Outlook, a then prominent weekly edited by Lyman Abbott, I found an exchange of subscribers' letters about the robe story. Abbott closed the discussion with the statement that excepting one letter, "no one has, we believe, asserted that he actually laid eyes on an ascension robe." That lone letter was by a writer who said that as a small boy, he with other children had tiptoed to a door, peeped in a moment and run in terror, "scared at having seen the saints in their white robes." A fleeting peep by a confessedly frightened child was the only first-hand testimony on ascension robes that the Outlook could secure in 1894!

WHEN the documented findings of my two years' search were placed in book form, Historian Whitney R. Cross summed up the case in a learned journal thus: The evidence proves that "ascension robes are a myth, that Adventism did not drive numbers of men insane, that its leaders were sincere and courageous men, even saintly and heroic."

In American folklore no story has been more widely believed than that the early 1840's witnessed the weird activities of a wildly fanatical religious movement that climaxed on mountain tops amid billowing muslin robes. But the historical detective must report that the Millerites were clothed, not in outlandish robes, but in ordinary dress, and that they sat, not on mountain tops, but in their churches or homes, calmly contemplating the return of Him who

someone's little girl

ONCE a waif of war, now she has a secure, happy life. Once an orphan with no one to take care of her, now she is loved and wanted.

Now she is someone's little girl. Someone in the wide-reaching Christian Herald family "adopted" her. Someone said, "A little girl deserves the right to live and to find out what it is like to be clothed and clean and fed and loved." Now she even has a doll. Not a big, expensive doll, to be sure, but a doll she can call her own.

And somewhere in America, her sponsor has the incomparably satisfying knowledge that across the ocean a little girl is finding for the first time that life is good. The sponsor's small monthly gift makes it possible. Here is the most personal investment that anyone can make. Here is missionary giving one can follow with eyes and heart.

Yes, she is someone's little girl. Someone received the story of her life and her photograph. Someone gets regular letters telling of her progress, reporting her little-girl sayings and doings. Someone has this direct share in the saving of children for just \$10 a month.

Taichung Orphanage on Formosa, where this little girl lives is only one of Christian Herald's 13 orphanages on the very edge of the Communist Curtain. There are hundreds of other little girls and little boys, mostly in our orphanages in Korea, who can be rescued for faith and freedom. There is a boy or a girl who can be YOUR boy or girl.

You simply say, "I want to begin making a monthly gift of \$10 or more." Immediately a child is assigned to you. The two of you establish a personal relationship. You'll get a Christmas greeting written in "your" child's own hand, if he is old enough to write, together with the translation.

There is no better gift that you can give than a year of life to a child. There is no more rewarding thank-you than the smile of a boy or girl who has never smiled before. There is no better way to work for peace in the world than to reach out your arms to children.

MAIL COUPON TODAY



**Christian Herald
Industrial Missions in China
Business Office:
27 E. 39th Street
New York 16, New York**

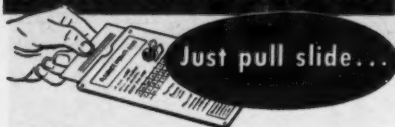
As my personal contribution to peace, I want to "adopt" a boy ☐ girl ☐ and enclose \$10. as my first month's gift. I will endeavor to give \$10 each month, but understand that I may cancel the arrangement at any time. Please send me my child's photograph and case history as soon as possible.

Name

Address

☐ I cannot provide complete support for a child, but I wish to have a share, and enclose \$.....

NEW ANNUITY PICO-SCALE NOW AVAILABLE!



Just pull slide...

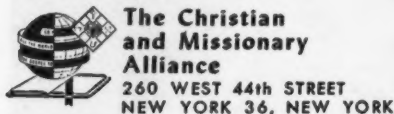
PICTURE WINDOW AND SLID- ING SCALE GIVE YOU CLEAR RECORD ON YOUR INVESTMENT

Now, The Christian and Missionary Alliance is making available its new PICO-SCALE. This Annuity scale is available to you without charge or obligation.

It shows you (at any age) how your investment pays dividends to you and at the same time supports the Annuity program of The Christian and Missionary Alliance.

Now you can actually see the dividends you earn through your investment in Alliance Annuities. All are accurately shown on the easy-to-read Annuity PICO-SCALE. Send for your Alliance Annuity PICO-SCALE today.

Use the handy coupon below.



**The Christian
and Missionary
Alliance**

260 WEST 44th STREET
NEW YORK 36, NEW YORK

Send me your Annuity PICO-SCALE.
No obligation. H

Name

Address

City Zone State

**THE CHRISTIAN AND
MISSIONARY ALLIANCE**
260 West 44th Street, New York 36, N.Y.



OWN a Business

If employed, start part time. Alert dealers can gross \$5 hourly profit plus \$3 on EACH serviceman. Clean, revive, mothproof rugs & upholstery on location. No shop needed. We locally train and assist you. Nationally advertised worldwide service. Quickly established. Easy terms. Send today for FREE booklet. No obligation.

Duraclean Co., 4-450 Duraclean Bldg., Deerfield, Ill.

NEW YORK - PHOENIX SCHOOL OF DESIGN

A non-profit institution of higher learning. A School that combines tradition with the modern approach. Distinguished faculty. Thorough, proven courses in Advertising Design, Fashion Illustration, Textile Design, Story Illustration, Fine Arts, Day, even., Sat. Approved for veterans. Send for Catalog H, 160 Lexington Ave. (at 30th) New York 16. Mu 5-2973.

MONEY — FREE GIFTS FOR YOUR ORGANIZATION \$100 TO \$500 AND MORE

WRITE TODAY! FREE INFORMATION

CARRIE GARR COMPANY

176 WEST ADAMS STREET

Dept. CH-2 CHICAGO 3, ILLINOIS

has been devoutly awaited by holy men in all past generations.

So ended my search—and my embarrassment.

True, the Millerites blundered in thinking that the date of the Advent could be known. But they did not blunder by adopting the then currently accepted belief that an earthly era of holiness and peace was just around the corner. One prominent theologian in 1844 was not quite sure how long it would take to turn the corner. But he confidently declared, in a letter to Miller, that a hundred years hence men would be able to see how true was the generally accepted view of the world's bright future. Page the Atomic Energy Commission!

THE END

SUMACS, SUMACS!

(Continued from page 6)

autumn—when the whole countryside is splashed with brilliant yellows, greens and reds, and the morning frost tints the sumac leaves each day with a different hue—and then we finally see how our modest sumacs light up the world with a burst of beauty.

It occurs to me now that these lovely plants symbolize life and many of our friends.

We all know those who have emerged from great sorrow and affliction to show a rare beauty of character. Such a person is Mrs. Bryce, a lovely lady who has long been a neighbor of mine. When in her later years she became so terribly crippled with arthritis that she was unable to leave her room, and when her beloved husband was tragically taken from her, she became for the rest of us the most wonderful woman we had ever known. Whenever any of us needed spiritual help or even just a little old-fashioned cheering-up, we had only to call on Mrs. Bryce. We always knew where to find her—in her chair beside the big window where she read her well-worn Bible or looked across the valley to the distant hills. Always she cheered and delighted us. And although I know she suffered constantly, I never heard her mention her pain except to smile and joke about it. Like the sumacs, she brought beauty and grace to the world in the autumn years of her life.

Like the rest of us, Henry had a tender affection for Mrs. Bryce. Just the other day I was watching Henry in his field, which adjoins mine. He was trimming out the dead sumac brush. I noticed that he worked with the gentlest care so that he did not harm the green, living stock. I plan to do the same in my field tomorrow. I know that will please Henry. It will please me too, for we both know what sumacs can do for this world.

THE END

39 OPPORTUNITIES TO MAKE A SALE

Sell "Sunshine Line" CHRISTMAS CARDS

You'll make more sales, and friends too, when you show the "Sunshine Line." Long recognized as America's favorite religious cards. Today, more than ever, people are demanding Christ-honoring Christmas greetings. If you offer the superb "Sunshine Line" you are sure to make sales. 39 different box assortments available. Samples on approval.

TRIUMPHANT ART PUBLISHERS
DEPT. 601
Anderson, Ind. or San Jose 6, Calif.



GOOD MONEY IN WEAVING

Earn extra money at home weaving rugs, carpets, etc. from old rags or new yarns, for people in your community! No experience necessary. Thousands doing it with easy running \$69.50 Union Looms. Send for our free booklet today. UNION LOOMS, 30 POST ST., BOONVILLE, N.Y.



Waxes Floors WITHOUT 'WAX'

New invention. Saves money, time! No more floor wax to buy. No messy pastes, liquids. Amazing chemically-treated pad slips over broom. Simply glide over floors, linoleum etc. EASY, QUICK. Leaves beautiful lustrous finish. LONG-LASTING PROTECTIVE COATING. Take orders from friends! ... Earn money! SAMPLES FOR TRIAL Sample offer sent immediately to all who send name at once. Hurry—just a postcard will do. SEND NO MONEY—just your name. KRISTEK CO., Dept. 598, Akron 8, Ohio

LOOSE DENTAL PLATES RELINED AND TIGHTENED AT HOME \$1.00

NEWLY IMPROVED DENDEX RELINER, a plastic, builds up (refits) loose upper and lower dentures. Really makes them fit as they should without using powder. Easily applied. No heating required. Brush it on and wear your plates while it sets. It adheres to the plates only and makes a comfortable, smooth and durable surface that can be washed and scrubbed. Each application lasts for months. Not a powder or wax. Contains no rubber or gum. Neutral in color. Sold on MONEY-BACK GUARANTEE. Not sold in stores. Proved by 15 years of Consumer Use. Send \$1 handling charge (stamps or coin). Charges extra on C.O.D. orders.

DENDEX COMPANY, Dept. X-25
2024 West 6th Street • Los Angeles 5, Cal.

★ SONG POEMS WANTED ★ TO BE SET TO MUSIC

★ Send your poems for free examination
★ PHONOGRAPH RECORDS MADE
★ FIVE STAR MUSIC MASTERS, 406 BEACON BLDG., BOSTON, MASS.

Free Book on Arthritis And Rheumatism

HOW TO AVOID CRIPPLING DEFORMITIES Explains why drugs and medicines give only temporary relief and fail to remove the causes; tells all about a specialized non-surgical, non-medical treatment which has proven successful for the past 35 years. Write for this 44-page FREE BOOK today. Ball Clinic, Dept. 583, Excelsior Springs, Mo.

NEW EASY WAY STOPS SMOKING

If you want to stop smoking, try chewing NO SMOKE chewing gum. See how the aromatic flavor of STOP SMOKE chewing gum helps you give up the desire for tobacco. Rush \$1 to STOP SMOKE for 7 days' supply. (For heavy smokers —16 days' supply—\$2.) Money refunded if not satisfied.

Write: STOP SMOKE CO., Dept. CH-17
318 MARKET, NEWARK, NEW JERSEY

THE HOUSE THAT LOVE BUILT

(Continued from page 22)

we heard a timid knock on the door. It was a happy surprise to see Cheng Hiong standing there—but not alone. He was leading a shy little stranger. The tale he then told of his past life was a revelation to us.

Cheng Hiong, a native of China, had been left a homeless orphan when the Communists came in and killed both his parents. Along with other refugees he finally reached the island of Formosa. Here he was one of many refugee orphans roaming the streets and living on whatever they could beg or pick up before the garbage collectors came along. One day the police found him and since they had no place to keep such children he was sentenced to a long prison term.

Life behind drab prison walls seemed very sad to this active ten-year-old lad who never committed a crime other than perhaps taking a peanut or a stray piece of vegetable when he was so very hungry and his basket was empty. Finally after two years of prison life his plans for escape were successful and for the next several months Cheng Hiong traveled south, eating where and when he could.

As he begged for food "our Grandmother" found him and brought him to us. It took some time for Cheng Hiong to learn that this life was a reality and not a beautiful dream from which he might awaken at any time. Life in the new home was so pleasant that he felt he must return to the prison for his friend Eng-un, for he too would like a real home. With co-operation from some of the prison employees the second escape was accomplished. That night we once again made room "for just one more," this time for little eight-year-old Eng-un, who had already spent eight long months behind prison walls.

Many happy events have taken place in the lives of our two boys since that afternoon. Perhaps the most important one was the day we received papers from the prison officials which erased forever the past prison records. It meant they were no longer fugitives of the law, but full-fledged members of our big, happy family.

Being loved and knowing they really belonged has performed miracles in the lives of these homeless waifs. These are only two of the fifty-three children at Taichung Christian Herald Children's Home who have found that life can be worth living. And Taichung is only one of eleven orphanages in Formosa, Hong Kong and Korea now supported by folks who read CHRISTIAN HERALD and who love little children.

THE END

The satisfying all-family drink



This large 8-ounce jar of Instant Postum makes up to 100 cups!

Instant Postum contains no caffeine or other drug!

Everyone from Granddad to your youngest toddler can enjoy Instant Postum. It's harmless because it's *caffeine-free*—with no drugs or stimulants of any kind!

Postum has plenty of flavor though—a hearty goodness that's wonderfully warm and satisfying.

It's ready to drink in an instant, too, made right in the cup by adding hot water or—for growing youngsters—hot milk.

Why not serve Instant Postum to *your* family at mealtimes? It's family-priced—less than a penny a cup! Another wonderful product of General Foods.

Instant Postum

No caffeine



Daily Meditations

by John W. McKelvey

Friday, October 1

READ I SAMUEL 2:1-8

Thought and deed, not pedigree, are the passports to enduring fame.

—MIKHAIL SKOBELEFF

QUITE a case developed in Fresno, Calif., last winter when a bank teller gave a truck driver \$14,600 by mistake and the man, in his words, "quit my job and really had myself a ball." On hearing the bizarre story of what happened, the court ruled that the bank was to blame for failing to be more careful. The same ruling stands when we who hold the riches of the ages in trust, particularly the riches of Christ, fail to transmit them in honor and integrity to our children, the true heirs of God.

Heavenly Father, deliver us from irresponsibility and indifference. Make us faithful stewards of the mysteries which are in Christ, for His sake. Amen.

Saturday, October 2

READ PSALM 73:12-19

No nation can rise higher than the character of its people.—SELECTED

DURING the months the builder was erecting the foundations and walls of our new sanctuary, there was a running contest between the masons and mud. One day, after a heavy rain, the builder said, "My worst enemy is mud." In a profound sense mud is the enemy of all of us. When we throw it we get as much or more on ourselves. When we wallow in it—well, we are on slippery places for sure. Only God can cleanse and save us.

Thanks be to God who hath lifted us up and set our feet upon the rock! Strengthen us, O Lord, and wash us clean, through Jesus Christ. Amen.

World-wide Communion Sunday, October 3

READ I CORINTHIANS 12:20-27

Our greatest glory consists not in never falling, but in rising every time we fall.

—OLIVER GOLDSMITH

TODAY—around the world, in every clime and nation—men will feel "the tie that binds our hearts in Christian love." It is a magnificent triumph from the first century until now that Christ's "great Kingdom has come on earth, the Kingdom of love and light." No, the triumph is not complete, for in every place there are millions who have not as yet repented and

entered in. And yet, the glory of Christ is that as we live in Him we shall receive power to live, to die and to triumph.

Grant, O blessed Saviour, that we may enter in with faith and victory. Guide us and lead us to Thyself that we may receive blessing and peace. Amen.

Monday, October 4

READ DANIEL 5:25-29

This above all: to thine own self be true.

—WILLIAM SHAKESPEARE

NOTHING is more heartrending than to see a man caught in a trap of his own making. There was recently a New York broker who gambled \$81,000 on a Canadian uranium mine, only to discover it was a "fake" and he was indeed "broke." It is always too late to be "found wanting" when the day of reckoning arrives. We may have to miss some of the so-called glamour of the world in remaining true to ourselves as well as to others, but in the end no one can take from us the joy of life's inner splendor.

Hear us, gracious Father, as we cry for mercy and peace. Forgive us in our haste and ignorance and greed. Amen.

Tuesday, October 5

READ PSALM 119:97-104

IN his recent book, "That Immortal Sea," Leslie D. Weatherhead refers to what Ruskin called the "pathetic fallacy." It is man's tendency to read into matter a given message when "matter is innocent of the message." He goes on to say, "Nature does not in itself carry a message of God's tender care. Everything depends on the interpretation of what is written in the stones and running brooks." Certainly. We know in Christ that God is love, hence we hear everywhere the "sermons in stones."

Holy Spirit, inspire our hearts with Thy divine presence and cause us to see around us the "bush that burns but is not consumed." Amen.

Wednesday, October 6

READ EXODUS 6:1-8

Who finds not Providence all good and wise?—ALEXANDER POPE

GOD indeed moves in mysterious ways! Think of Samuel Wesley, who labored to write a ponderous book on "Job" and dedicated it to Queen Caroline. Death came before a copy could be presented,

and so it befell his son John to go to London to perform this duty. The queen said, "It's prettily bound," and then laid it aside. Alas! But it was on this trip to London that John Wesley met General Oglethorpe, and this meeting launched both John and Charles Wesley upon their great careers.

Lord, we cannot see what the future hath of wonder or surprise. Make us content to see with Thee our joy and duty, if only one step at a time. Amen.

Thursday, October 7

READ LUKE 19:41-46

Money is not required to buy one necessity of the soul.—HENRY DAVID THOREAU

OVER in England a strange thing happened when the caretaker of a large estate was raking leaves. A squirrel dropped something shiny in his path. It turned out to be the estate owner's 23-carat \$50,000 diamond ring which had been lost for two weeks. Doubtless the squirrel mistook it for a special kind of nut, lacking eyes to discern it for what it was. What a parable this is on the words, "Eyes have they but they see not!"

O Master, open our eyes that we may see "riches" of truth Thou hast for us. Give us the glad assurance of faith to see where we cannot prove. Amen.

Friday, October 8

READ LUKE 21:10-19

He that can have patience can have what he will.—BENJAMIN FRANKLIN

ONE of the most important lessons learned in the rebuilding of our new sanctuary could be titled "Patience." It took only two weeks to demolish the old structure but it is taking weeks and weeks and weeks to build the new. Not long after the masons began to rebuild the walls the builder said to me one day, "I'm waiting for the steel." It seemed incredible that he should have to wait for the steel, but he did, nearly three months. It was worth waiting for, as true values always are!

Give us, Lord, understanding and knowledge, lest in our impatience we grow weary in well-doing. Amen.

Saturday, October 9

READ ISAIAH 29:8-12

SOME months ago a young man held up a drive-in theater and escaped in a patron's car, stolen at gun-point. The police

spotted the car a few minutes later and gave chase. It all ended quickly when the car crashed and the young man, ordered to come out with his hands up, placed a pistol against his head and killed himself. His holdup netted him \$15. A paltry exchange, indeed. If only the young man had listened to his mother, his minister, and the "still small voice," he would have lived in quest of the riches that endure.

O God, who judgest us with mercy, help us to recognize the difference between the riches that perish and the riches that endure. Amen.

Sunday, October 10

READ LUKE 17:6-10

There is nothing that I fear but that I shall not know my duty.—MARY LYON

THE historian William W. Sweet relates how in the 18th century the Bishop of Chester once reproved a clergyman in his diocese for drunkenness. "But, my lord," protested the man, "I was never drunk on duty!" "On duty?" thundered the bishop. "Pray, sir, when is a clergyman not on duty?" "True, my lord," stammered the culprit, "I never thought of that." Needless to say, this is as true of the Christian layman as of the minister. Duty and privilege encompass us endlessly.

We come to Thee, O Lord, when life grows weak and spent. Fill us with power to serve Thee without ceasing. Amen.

Monday, October 11

READ PSALM 50:7-15

Cultivate the thankful spirit—it will be to thee a perpetual feast.—SELECTED

IT IS always thrilling to see gratitude in a man's heart. For instance, take the case of the New York physician who gave \$10,000 to Columbia University's College of Physicians and Surgeons. Why did he do this? Because back in 1914 when he was struggling in pre-med studies he received a scholarship of \$175 which, though small, made it possible for him to continue. It is proof of the great axiom, "You can never give anything away."

Lord Jesus, teach us to measure out Thy goodness and mercy as it has been measured to us, and crown our lives with inner peace. Amen.

Tuesday, October 12

READ GENESIS 1:1-8

The best is yet to be, the last of life, for which the first was made.

—ROBERT BROWNING

ATOMIC studies now indicate that the earth and other planets of the solar system are at least 4½ billion years old. Does that startle you? Previously the time span had been 2½ billion years, the difference being a mere 2,000,000,000 years! Of course, it makes no difference how far back the scientists put it, except that it makes it harder for them to ignore one of the greatest sentences in all literature: "In the beginning, God created the heaven and the earth."

Thou Lord who art from everlasting to everlasting, look in love upon us all and

"Blessings all mine . . .

A GUARANTEED INCOME FOR LIFE,

plus the knowledge that my money is being used in the Lord's work!"



"I'm seventy-six years old. I have no dependents, but better than that, I'm dependent on no one! It is a source of great satisfaction and peace of mind to me to know that my investments in Moody Annuities give me not only a better regular income during my natural lifetime, but also I have the added assurance that the principal will go on, indefinitely, doing the Lord's work long after I have passed on."

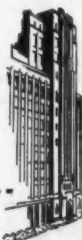
Yes, Mr. S. (pictured above) is looking forward to the coming years. He has planned for them . . . planned wisely, both for his own needs and for the Lord's. You, too, can be assured of a steady, generous income for the rest of your life. After signing an annuity agreement, you are free from bother and worry. For 47 years Moody Annuity returns have arrived on time and have remained the same, regardless of wars, depressions or other economic conditions. They are "burglar-proof" because they are worthless to anyone except the true owner. If they are lost or destroyed, payments continue to the real beneficiary without interruption.

And, through investing your money in this way, you have the joy of knowing your dollars are being used to train missionaries, pastors and other Christian workers . . . and to proclaim the gospel through the printed word, gospel-science films, daily gospel broadcasts and the other varied ministries of MOODY BIBLE INSTITUTE.

WRITE FOR FREE BOOKLET . . .

Send the coupon today for your free copy of DOUBLE DIVIDENDS. It'll tell you all you want to know about Moody Annuities . . . how they can be arranged to suit your circumstances and provide possible tax exemption.

MAIL THIS COUPON TODAY . . . NO OBLIGATION



MOODY BIBLE INSTITUTE

Dept. H21-2

820 N. LaSalle Street • Chicago 10, Illinois

- ☐ Please send me DOUBLE DIVIDENDS, the story of the Moody Annuity plan.
- ☐ I am interested in stewardship in its relation to wills. Please send me booklet, "You CAN Take It With You."

Name _____ Age _____

Address _____

City _____ Zone _____ State _____

MOODY ANNUITIES ARE SAFE . . . SOUND . . . SATISFYING

WHEATON BIBLE LANDS CRUISES

Two Inspiring Trips Each Year
Spring Trip • February (or early March)
Summer Trip • End of June



Experience—Dr. Joseph Free, Director of Wheaton Cruises, is professor of archaeology at Wheaton College. This is his 10th trip, Mrs. Free's 8th.

Knowledge—The Frees also know the Holy Land from the standpoint of archaeologists. They are excavating every year, after the cruise, at Dothan, 60 miles north of Jerusalem.

Fellowship—For unsurpassed fellowship, go to Palestine with other Christians of all ages on the Wheaton Cruise.

Ideal Seasons—On the Spring Cruise the beautiful flowers are in bloom. If you can't go then, take the Summer Cruise and see the picturesque harvest season.

SPRING CRUISE sails February (or early March) every year and is regularly conducted by Dr. and Mrs. Free.

SUMMER CRUISE sails end of June and is conducted in 1955 by Dr. and Mrs. Lawrence Manross. Dr. Manross is also professor of archaeology at Wheaton College.

SEND TODAY for 1955 Descriptive Bulletin
Specify whether for spring or summer trip
(itineraries are the same)

*Dr. Joseph P. Free, Dept. H-2
Chairman of Department of Archaeology
Wheaton College, Wheaton, Illinois

Folks Like You Show You How Much
EXTRA MONEY YOU CAN MAKE! **\$50.00** IN 4 HOURS!
Show New Name-In-Silver Christmas Cards
It's easy! Amazing new NAME-IN-SILVER Christmas Cards sell like magic. You make \$50 on 66 boxes! Extra profits in SOUTHERN BEAUTY Assortment, Gifts, others. No experience needed. Write for assortments on approval, imprint samples FREE. Your own Personal Sales Territory FREE if you sell more.
SOUTHERN GREETINGS, 470 N. Hollywood, Dept. 6-S, Memphis 12, Tenn.

CENTRAL FLORIDA in the Citrus Belt.
Completely furnished Housekeeping cottages—located in a Christian community—on a large fresh water lake, in the city limits. Units to 4 units, all units have comfortable beds, private bath, all electric kitchens, screen porch and heat if needed. You can relax on the sand beach or under the large oak trees, swimming, boating, fishing, shuffle board, horse shoes and other games. We do not charge more to winter guests, one to four persons in a unit \$65.00 to \$91.00 per month. Other rates for shorter or longer stay. Make this your "Winter home". Further information on request. Please print your name and address.
GENEVA BEACH APARTMENTS
P. O. Box 203 Keystone Heights, Fla.

SEND FOR FREE CATALOG OF THE WORLD'S FINEST BIBLES - TESTAMENTS AND RELIGIOUS BOOKS
THE MODERN BOOK CO., CYNTHIANA, KY.

IS YOUR ENGLISH HOLDING YOU BACK?

New CAREER INSTITUTE method enables you to stop making mistakes in English, build up your vocabulary, speed up your reading, improve your writing, acquire the "secrets" of fluent conversation. Good English pays off in unexpected ways because words are the tools of thought. The more you learn about words and how to use them to express your ideas, the better your thinking becomes.

FREE BOOKLET

The improvement of your English—and your thinking—can lead quickly to amazing personal achievements. Thousands of men and women use the low-cost CAREER INSTITUTE method. Takes only 15 minutes a day at home. For FREE 32-page booklet send card or letter. No salesman will call—no obligation. CAREER INSTITUTE, Dept. D-1310 25 E. Jackson, Chicago 4, Ill.

sustain us with Thy grace and truth. Grant us salvation, in Jesus' name. Amen.

Wednesday, October 13

READ GENESIS 30:25-28

LESLIE D. Weatherhead discusses in "That Immortal Sea" the intriguing question of good and bad luck. He takes the parable of Dives and Lazarus as a starting point. At first glance it would seem that Dives had "good luck" and Lazarus "bad luck." But if so, the parable ends the wrong way. It makes us "wonder if after a life in which we have thought enviously of somebody's good luck we shall find in the next that it was bad luck because it did not teach him anything." It's a good point.

Holy Father, who doest all things wisely and desirest only good for Thy children, impart wisdom and insight to us. Amen.

Thursday, October 14

READ ROMANS 11:33-36

One example is worth a thousand arguments.—THOMAS CARLYLE

ONE DAY, when the foundation walls of our new sanctuary were partially completed, a man came to take pictures of the masonry. He was an authority on stone walls and said the stone work on our foundations was especially praiseworthy. Then, I observed, he took as many pictures of the inside walls as of the outside. Suddenly it occurred to me that after all the stability of the foundations depended on the care with which the unseen inside half was built. This also applies to life.

Saviour, Thy dying love has drawn us to Thyself. Take and heal us in all our sins and transgressions, for Thy sake. Amen.

Friday, October 15

READ PSALM 1

AN instructive lesson in crime was the story of two young men who held up a large New York department store and made off with \$11,452 in cash receipts, only to get lost in the block-square building and get caught before they could find their way out. It's an old story, getting lost, unable to find the way, stumbling blindly into life's pitfalls.

Lead us, O Father, in the paths of service and sacrifice, and keep us from temptation and evil, for Jesus' sake. Amen.

Saturday, October 16

READ COLOSSIANS 3:1-4

BE NOT dismayed when someone underestimates the value of sacred things. Take a wife's kiss, for example. Not long ago a bachelor judge in England ruled that a man should not be paid very great damage awards for the loss of his wife's "good morning kiss," as a result of a collision. But three months later another English judge ruled that a wife's ability to enjoy a kiss and flash a smile was worth \$2,800. The later judgment will prevail, largely because of its awareness of the importance of affection in human ties.

Dear Lord, help us to cherish one another in true love and godliness. Amen.

Sunday, October 17

READ HEBREWS 6:1-8

Your daily life is your example and your religion.—KAHLIL GIBRAN

IT IS almost pointless to write about the three Navy jet pilots who last spring plummeted across the U. S. in 3½ hours, a distance of 2,438 miles. This speed record has doubtless been broken by now. The question is: *Why* the speed? Not their speed, of course, so much as our insane haste day after day to get somewhere. Has speed solved the riddle of worry, anxiety, despair and lack of faith? Has the time saved by speed resulted in happiness, achievement, peace?

Our Father, no matter how swiftly we run to and fro we cannot escape Thee nor ourselves. Bless us, for Jesus' sake. Amen.

Monday, October 18

READ EPHESIANS 3:8-12

This is what Christianity is for—to teach men the art of life.—SELECTED

A MOST revealing episode took place in the Manhattan Felony Court last spring when an illiterate deaf mute was charged with felonious assault but seemed destined to escape prosecution because of a legal riddle. The riddle was: How can the state prosecute a man when it cannot communicate to him the charge against him? The riddle is not limited to this unfortunate person; it extends to life about us: How, if they do not understand, can we communicate aright with our children, our neighbors, our enemies the riches of Jesus Christ?

Gracious Father, give us the wonderful words of life so that, speaking them, Thy truth is clearly revealed. Amen.

Tuesday, October 19

READ AMOS 6:1-6

IT IS strange how quickly we get mixed up in our good intentions. There is the example of the man in St. Paul, Minnesota, who had to take it easy because of a heart condition. He hired a man to take down the storm windows and while the man was doing this he "took it easy" by going to the local bar. There he got into an argument which developed into a fist fight. The man suddenly collapsed, dead of a heart attack. When will we learn that "strong drink is a mocker"?

Dear Lord, renew in us a right spirit and create in us a clean heart. Keep us faithful to the upward call of Christ Jesus. Amen.

Wednesday, October 20

READ PHILIPPIANS 3:7-12

It is not enough to be busy; so are the ants. What are we busy about?

—HENRY DAVID THOREAU

I WAS fascinated by the way the builder went about the rebuilding of our new sanctuary. He didn't crowd our corner with a hundred workmen and try to do everything at once. He tackled one thing at a time and, as a result, the complicated work of masons, electricians, plumbers, concrete workers, structural steel men, and carpenters got done in order and with

dispatch. Building the "mansion of the soul" is related to building a church, doing one thing at a time and doing it well.

Give us confidence in Thee, O God, and teach us to be calm and fret not. Enable us to build firmly on Christ. Amen.

Thursday, October 21

READ ACTS 1:23-26

Know then this truth—"Virtue alone is happiness below."—ALEXANDER POPE

"IS LIFE a matter of luck?" That is a question Leslie D. Weatherhead answers thoroughly in "That Immortal Sea." He points to the incident in Acts where the apostles filled Judas' place among the Disciples by "tossing up for it." The lot fell on Matthias. As we might say it, Matthias was lucky. But—nothing further is heard of this "lucky" man. Clearly the vacancy should have been filled, say, by Paul. Notwithstanding it was not, Paul "made his own place," and so ought we, by faith.

Lord Jesus, walk with us from day to day and cause us never to grow fearful of life's outcome, so long as we remain faithful to Thee. Amen.

Friday, October 22

READ MATTHEW 24:36-42

IN "Methodism in American History" William W. Sweet tells how Francis Asbury and George Shadford came to different destinies. With prayer and fasting they sought to know God's will. At the end of the day set apart for this purpose, Asbury felt it his duty to remain in America, and Shadford his to go back to England. "One of us must be in error," said Asbury. "Not necessarily so," replied Shadford. "I may have a call to go and you to stay." God directs us, each according to His purpose.

Holy Spirit, heavenly Guide, teach us to walk obediently before Thee, knowing Thou wilt lead us aright. Amen.

Saturday, October 23

READ MARK 10:28-31

Fools can make money. It takes a wise man to tell how to spend it.—ENGLISH PROVERB

EVERY day, somewhere, the stupidity of human greed is dramatized. There was the story not long ago of the seventy-year-old woman who had lived simply in a hotel for fifteen years and was found dead in her apartment with \$108,000 in cash and stocks. No use asking, however, how much she left. She left it all. So will be our experience when the final summons comes. But while we can't take it with us, we can lay it up in heaven as good stewards of the Kingdom.

O Christ, our Friend and Redeemer, save us from low aim and false choices. Impart to us abiding faith. Amen.

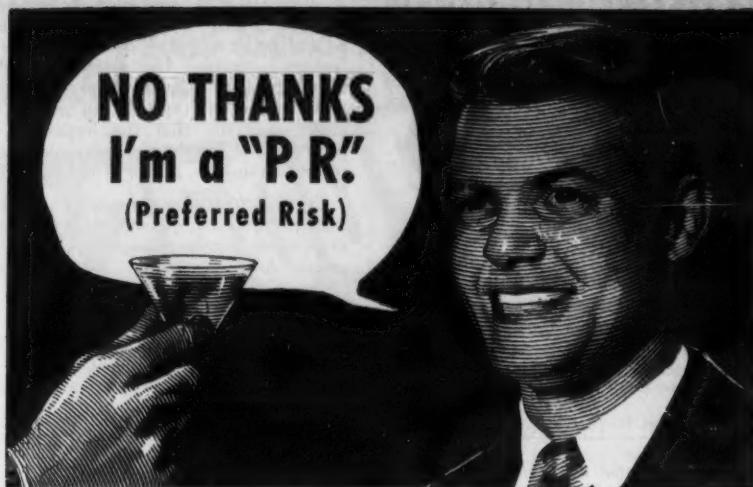
United Nations Sunday, October 24

READ I CORINTHIANS 1:17-24

Peace is always beautiful.

—WALT WHITMAN

AN amazing invention publicized in April is a battery powered by the sun. The battery principle is completely new and the



I Bought MY AUTO INSURANCE at 25% Off from

America's Oldest Total Abstainers Auto Insurance Co.

I proved that I was a total abstainer with a good driving record—and *Preferred Risk* proved that they could protect me with standard form automobile insurance at a cost of **25%** below what I had been paying . . . *That was five years ago!*

But this was only the beginning . . . I found the initial **25%** saving was followed by progressive rate reductions based on my own safe driving record. Since I had no accidents my rate went down even lower . . . *Today my saving on auto insurance is 44%!*

I was surprised that I could save so much—but I shouldn't have been. I know that drinking drivers are responsible for thousands of costly accidents and cause other insurance companies to pay out millions of dollars in claims . . . *Preferred Risk* pays out on none of these "drinking" losses because it has none. It has none because it insures non-drinkers* only.

No wonder *Preferred Risk*—America's oldest total abstainers auto insurance company—has 80,000 satisfied policyholders and over \$2,500,000 in assets. No wonder I smile when I say "No thanks, I'm a P.R."

***Non-drinker means TOTAL abstainer. The occasional "social" drinker is NOT eligible. If you qualify, return this coupon for an immediate quotation.**

ACT NOW—USE THIS COUPON

Please send me complete information about your auto insurance for total abstainers. I understand there is no obligation. CH-1054

Name.....	My auto insurance expires: Month..... Day..... Year.....
Address.....	
City.....State.....	
Occupation.....	
Age.....Age of principal driver of auto.....Age of youngest driver.....	
Make of Car.....Year.....No. Cylinders.....	
Body type & Model (Series).....	
Use of Car: <input type="checkbox"/> Pleasure <input type="checkbox"/> Business <input type="checkbox"/> To and from work.....miles one way.	
Marital Status of Principal Driver: <input type="checkbox"/> Married with.....children	
<input type="checkbox"/> Single, living at home <input type="checkbox"/> Single	



PREFERRED RISK MUTUAL INSURANCE COMPANY

2506 Grand Ave. Des Moines 12, Iowa

"America's Oldest Total Abstainers Automobile Insurance Co."—Sam Morris, Pres.

CRISIS IN EUROPE!



The struggle for men's minds and for their eternal souls continues with increasing fervor. Over 200,000,000 Europeans have never even seen a Bible, much less read any of God's Word.

This Crisis is Your Opportunity...

You can have an important part in the work of winning souls for Christ with your prayers and Bible-buying gifts. \$1,000,000 would place the Scriptures in the hands of 1,000,000 Europeans who have no Bibles... only \$1.00 to reach a soul with a copy of God's Word.

As funds are received for this vital ministry, we buy Bibles and distribute them throughout Europe... in the language of the individual's nationality.

HOW MANY BIBLE-DOLLARS WILL YOU SUPPLY?

The need is urgent... write today to

GREATER EUROPE MISSION
542 S. DEARBORN STREET CHICAGO 5

FREE BOX SCRIPTURE TEXT CHRISTMAS CARDS

You will receive FREE a regular \$1.00 box of 21 beautiful Scripture Text Christmas Cards with the purchase of a \$1.00 box of Scripture Text colorful floral-designed Stationery containing 24 printed and 24 plain sheets and 24 distinctively lined envelopes... A \$2.00 value for only \$1.00 prepaid. Also our free 64 page catalog of gifts. U. S. only. ORDER TODAY!

DEALER INQUIRIES INVITED

"THE ANGELUS" ART STUDIO
Department CH-10, Box 190, Auburn, Ind.

MAKE MONEY WITH RUBBER SCRUBBER

Clean and polishes quickly and easily... leaves hands soft and smooth! Repeat sales guaranteed with Rubber Scrubber. Try it—you'll love it!

RUBBER SCRUBBER Corp.
Dept. C
WATERTOWN, NEW YORK

FREE SAMPLE
and full particulars

SHORTHAND IN 6 WEEKS

Write 120 words per minute

Age no obstacle—LOWEST COST

Famous SPEEDWRITING shorthand. No symbols, no machines: uses ABC's. Easiest to learn and use. Fast preparation for a better position. Nationally used in leading offices and Civil Service; also by executives, students, etc. 120 words per minute—50% FASTER than Civil Service requirements. Over 250,000 taught by mail. The very low cost will surprise you. Typing available. 32nd Year. Schools in over 400 cities in U. S., Canada, Cuba and Hawaii.

WRITE FOR FREE BOOKLET TO SCHOOL OF

Speedwriting
Dept. 1010-4, 55 W. 42 St., N.Y. 36

predictions are tremendous concerning the possibilities it holds for the future. A newspaper referred to this battery as "celestial power." The reference is dramatic and prophetic. It suggests not only that God is the source of all power, but more especially that the hope for the future lies in the degree and success with which we use the power of God.

God of the nations, reveal Thy saving strength to us and quicken in us the desire to love one another in humility and thanksgiving. Amen.

Monday, October 25

READ PSALM 78:1-8

A timely kindness is a double good.

—GEORGE DILLWYN

FOR THREE and a half hours a stubborn battle was fought in silence along a lonely road in Phoenix last May. It began when two cars met on the narrow thoroughfare, too narrow for both to pass. The impasse grew intense. Shortly three youths hopped from one car, lounged on the road bank, read, played cards. The other driver gnashed his teeth, but refused to back out. Finally the trio reached for their sleeping bags, and the battle was won. Or was it the other driver who won? I think so.

O Master, who went about doing good, in honor preferring others before Thyself, give us patience, humility, and peace to follow in Thy steps. Amen.

Tuesday, October 26

READ MATTHEW 23:8-12

It is through fraternity that liberty is saved.—VICTOR HUGO

I HAVE been surprised and thrilled by the interest taken in the building of our new sanctuary by the community in general. Recently I was told about a Roman Catholic physician on our Methodist Hospital staff who passes our corner in his coming and going. He regularly greets the director of the hospital by saying with evident enthusiasm, "Well, our church in Lansdowne is looking more attractive every day!" After all, where the spirit of the Lord is, there is brotherhood.

Thou Man of Galilee, draw nigh to us in our times of distress and disappointment, and give us strength to go on. Amen.

Wednesday, October 27

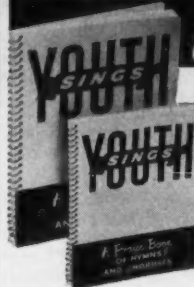
READ REVELATION 21:1-7

All history is incomprehensible without Christ.—ERNEST RENAN

EVERYBODY knows about cowboy Roy Rogers, his wife, Dale Evans, and their famous horse Trigger. All three were with Dr. Billy Graham on his London Crusade, at which time Dale gave something of a personal testimony. "After you have given your life to Christ," she said, "everything is different. I'd never properly seen a tree or a bird until that moment." These words emphasize a spiritual awareness expressed long ago: "This one thing I know, that, whereas I was blind, now I see."

Lord, make known to us the true glories of the life that is lived by faith in the Son of God. Amen.

AMERICA'S FAVORITE for YOUTH



A complete songbook of 128 hymns and choruses—meets the need for singing enjoyment and inspiration.

TWO SIZES: Large Size, 60c each, 3 for \$1.75; Pocket Size, 35c each, 3 for \$1.00.

Its low cost means everyone in your group can have a songbook!

Spark up your Singing Youth with YOUTH SINGS!

PRaise BOOK PUBLICATIONS

Dept. 32, Mound, Minnesota

AT BOOKSTORES EVERYWHERE

WHY BE FAT!

If you want to reduce and just can't, try pleasant tasting scientifically tested KEEPLINE CHEWING GUM for just 7 days... Lose up to 5 lbs. a week... safely, quickly, easily... Amazing new KEEPLINE Chewing Gum formula curbs your appetite. You reduce and lose ugly fat without drugs, exercise, or feeling hungry. Sold on money back guarantee. For full 12-day supply send your name, address and \$1 cash, check, or money order or send \$2 for a 36-day supply to

AMERICAN HEALTHAIDS CO., Dept. CH-589
318 Market St., Newark, New Jersey

WANTED! JEWELRY!

Highest cash paid for old gold or broken jewelry, gold teeth, watches, rings, diamonds, silverware, spectacles. Write for FREE information. Satisfaction Guaranteed.
ROSE REFINERS, 29-CM E. Madison St., Chicago



PERSONAL STATIONERY

Fine white Rippletone bond 5 1/2 x 7" and envelopes to match, imprinted with your name and address in script lettering with blue ink. Please print. No COD's, 200 sheets and 100 envelopes \$2.50 ppd.

GRANDVIEW PRESS
LIONVILLE PENNA.

48-Cup Electric COFFEE URN GIVEN TO YOUR CHURCH Without One Penny Cost!

Yes, I'll send you this big, gleaming 48-Cup Electric Drip-O-Lator Coffee Urn for your Church or Group—and it WON'T COST YOU ONE CENT! Just have 10 members each sell only 4 bottles of my famous flavoring and the 48-Cup Urn is yours. Not a penny of YOUR own money is needed—ever. Rush your name and address today for this amazing offer.
Anna Elizabeth Wade, 1506 Tyree St., Lynchburg, Va.

MONEY IS WAITING FOR YOU

These are days when everyone needs MORE MONEY than their regular income provides. Bills, taxes and higher living costs present a real problem.

Christian Herald helps you keep ahead of those expenses with an easy Money-Making Plan that pays actual CASH for just a few hours of your spare-time.

One minute spent RIGHT NOW, in sending the coupon below, will pay you many times over in real money.

--- FILL IN AND MAIL NOW ---

Desk 104 27 E 39th St.
Christian Herald, N. Y. 16, N. Y.

Name _____
Address _____

Thursday, October 28

READ LUKE 6:45-49

THE world is so full of truth, beauty and goodness that it comes as a shock to realize how much time and attention is given to filth and ugliness. We rebel when we are confronted by it in the kitchen or in the architecture of our public buildings, but when it appears in current literature or on the screen somehow it is accepted, or at least not protested. Is it because our hearts are blighted with lust and evil, or torn between two masters? God forbid.

Thou, God, seest us, seest into the inner recesses of our being, and knowest all about us. Forgive and bless us. Amen.

Friday, October 29

READ PSALM 34:17-22

There is a land of the living and of the dead, and the bridge is love.

—THORNTON WILDER

PERHAPS this past spring you read about the two-year-old Detroit girl who was missing for fourteen hours and then found dead in an accordion case in the living room of her home. The child's mother, who wears a hearing aid, never heard the muffled struggle of the little girl. How tragic, and yet how often it happens that those nearest to us suffer bitter agonies and we know it not!

Father of mercies, make us sensitive to the needs and sorrows of those near and dear to us. Grant us Thy favor. Amen.

Saturday, October 30

READ REVELATION 3:10-13

The ultimate test of life is the living of it from day to day.—TAUTOMU FUKUYAMA

SEVERAL months ago Harvey W. Corbett, the architect of Rockefeller Center, died. He was fond of predicting the architectural future of New York city, saying among other things that by 1975 the city would be fifty miles in diameter, have three street levels, and commuters shot through pneumatic tubes at ninety miles an hour. Maybe the rest of us had better be content to stay where we are, after all. His predictions suggest at least how we ought to be striving for God's "new earth."

God of our fathers, known of old, cease not to awaken in us that longing for better things and that hunger for Thee. Amen.

Sunday, October 31

READ JOHN 6:29-32

AN unforgettable story that appeared in March, 1833, in *The Christian Advocate*, tells how a delegation of Indians from the far Northwest visited St. Louis and appealed to General Clark, asking that "the white man's Book of Heaven" be brought to them. No wonder Jason Lee and others like him rose up to answer the challenge: "Who will respond to the call from beyond the Rocky Mountains?" The same need still prevails, not merely in the Northwest, but everywhere. Who will go?

Here, Lord, are we, Thy humble servants, waiting for a great opportunity, wanting a first-class opportunity. Take us and use us for Thy glory. Amen.

NOW AN AMAZING OFFER TO HELP
BUILD SECURITY FOR YOU
AND YOUR FAMILY

\$2500.00
LEGAL RESERVE LIFE INSURANCE

EXAMPLE
AT AGE 25
\$2500 COSTS ONLY
\$303 PER
MONTH

At only **1/2**

THE REGULAR RATE
FOR FIRST 5 YEARS!

AGE 15 to 55 ELIGIBLE!

NO RED TAPE! NO FUSS

OR BOTHER! DON'T MISS THIS

CHANCE TO PROVIDE A FAMILY 'NEST EGG'

Amazing, low cost INTRODUCTORY OFFER! BUY DIRECT! Life Insurance Co. of America gives you twice the protection for your money first 5 years. Thereafter you get important options — loan value, cash surrender value, paid up or extended insurance. All this at much lower rate than if you'd waited. Sound, legal reserve Life Insurance, as prescribed by law. Remarkable opportunity to build your estate — protect your family. Policyholders in every state. Long record of prompt claim settlement. Don't delay . . . send coupon today! No obligation, no agent will call.

**GET
FREE
PLAN**

MAIL
COUPON!

Easy! Practical! . . . to get
Life Insurance by mail.
Don't wait! MAIL COUPON!
No agent will call!



LIFE INSURANCE CO. of AMERICA
WILMINGTON 99, DELAWARE

MAIL COUPON for FREE BROCHURE

LIFE INSURANCE CO. OF AMERICA

Dept. L-10-C Wilmington 99, Del.

Without cost or obligation, send me complete information about your Special Introductory Offer Life Insurance—at only 1/2 permanent rate for first 5 years.

Name Age

Address

City Zone State

— Paste on Postal or Mail in Envelope —

SIZE
9 3/4" x 16"

13 PAGES



13 Religious Pictures
in Full Color

YOUR SPECIAL PRICES AND PROFITS

Amt.	Cost	Sell for	Profit
100	\$25.00	\$ 40.00	\$15.00
200	48.00	80.00	32.00
300	69.00	120.00	51.00

Single copy 40¢; 3 copies \$1.10; 12 copies \$4.00; 25 copies \$7.50; 50 copies \$13.75.

Messenger Scripture Text Calendar

Order direct from your own publishing house or—
MESSENGER CORPORATION • DEPT. CH-10 • AUBURN, INDIANA

**ORDER
NOW**

Enclosed find \$_____ for which send me _____ Messenger Scripture Text Calendars. Also send _____ boxes "I Believe" Christmas cards, and _____ boxes Bible Verse Christmas Cards.
Name _____ Address _____

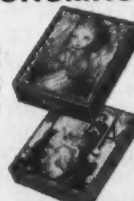
the Calendar That Lives!

**VITAL IN THE LIVES OF ALL
Earn Extra Cash—Easy to Sell**

Earn money for yourself or for Christian charity . . . sell the beautiful Scripture Text Calendar. The Messenger Calendar is known to millions of Christian people who have used it in their daily devotions. Suggest the use of calendars as gifts and you'll multiply sales.

**Send CHRIST-HONORING
Christmas Cards**

Two new assortments of Christian greetings . . . the superb "I believe" assortment of 14 deeply religious cards, \$1.95. New series of 21 distinctly beautiful Bible Verse cards, \$1.00.





Clubs for Couples

THE hush of summer night lies over the Rancocas River. A bright, motionless moon makes eerie lights on the water, and a flotilla of canoes moves silently down the dark stream. The only sound is of voices raised in singing. When the music stops, voices call out quietly across the water; there is a gurgle of laughter, soft chatter. But even the calls are muted, and the voices rise again singing a hymn.

"Drifting down the Rancocas River on our eighth annual canoe trip," write Bob and Fran Moore, president-couple of the Couples Club of the Haddonfield, N. J., First Presbyterian Church, "we sang songs and hymns. As we came closer to the dam, one of the fellows suggested that we sing Malotte's 'Lord's Prayer.' The sincerity of the singing in the stillness of the night with the stars overhead made us almost hold our breaths in awe. This is only one of the wonderful experiences we have shared with this group."

For fellowship, pleasure and shared activities, there's nothing like a Couples

Club. If your church does not as yet have one, here is an activity worth considering. It takes only two or three interested couples to start the ball rolling.

"Every live church needs a Couples Club," declares the Rev. Bryant Kirkland of the First Presbyterian Church, Haddonfield, N. J.

Here are reasons why such clubs have proved successful in churches where they have been tried:

1. *They furnish a wholesome social life within the church for young couples finding their way socially, religiously, maritally—often in a new town.*

When the Herbert Richters came to White Plains, N. Y., to live, they began

attending the church in which Dr. Richter had been brought up. No one but the minister ever spoke to them, and they felt lost in their new environment. One day Mrs. Richter met a woman who belonged to the First Baptist Church, in which Mrs. Richter had been raised. She invited the Richters to come to the Couples Club meeting at their church, explaining that they did not have to be churchmembers to attend. The Richters gladly accepted the invitation. They met many couples their own age, and decided to visit the church the following Sunday. There they saw many familiar faces in the congregation and did not feel so alone. For a while they attended each other's churches alternately, but so many friendly contacts developed through their association with the Couples Club that it was Dr. Richter himself who suggested they join the First Baptist Church. That was more than 15 years ago. They are still active and happy workers.

Bob and Fran Moore, now president-



couple of the Haddonfield, N. J., group, moved there from another state in 1949. They went to church one Sunday and their little girl was welcomed into the nursery. At the same time the couple in charge invited them to come to the Couples Club meeting the following Friday. They went, and it was good suddenly to feel they belonged. Even though neither of them had been Presbyterian, they became members, and have since "learned greater faith and love than they had ever before realized." They feel this is one of the best functions of the club, and since have seen it work with many other couples from other states and Canada.

2. *Leadership is discovered. Usually the older folks hold key church jobs, so here's a place for couples to be heard and help creatively on church policy.*

Nurseries for tending babies and children while their parents go to church are one of the responsibilities which most Couples Clubs assume. All find countless ways to be of service to their churches, and have good times into the bargain. Some take care of flowers for the chancel, decorate social rooms, provide refreshments for young folk's affairs, raise money to buy new equipment. Most have suppers and parties, picnics and dramatics, and hear speakers on varied subjects such as politics, education, travel and missionary work.

Usually the committees enlist all hands, and so right away there is functional release of one's talents or creative ideas. Quiet-type husbands or wives find their place of importance in small groups planning activities.

Both the White Plains and Haddonfield churches provide nurseries for youngsters. The White Plains group pays an outside worker to take charge; the Haddonfield couples take turns serving in the nursery.

Dr. Kirkland reports that the nursery program there is so good that they found a couple leaving their children, then dashing across the street for service at Grace Episcopal Church! They never would have known, except that one Sunday the other church ran overtime, and no one could identify the children unclaimed.

3. *The Couples Club offers religious and social contacts for mixed married couples.*

Especially for persons married to Jews and Catholics this group meets a need, helping them to overcome the gap in mutual friends and adequate social life, and strengthening their ties with the church.

A Mormon couple from Utah who had no local connections found friendship and useful activity in the Couples Club of the White Plains church.

4. *The Club furnishes a sounding*



Social of the Month

Jack-o'-Lantern Jamboree

FUN for a Couples Club to share with its offspring is a Jack-o'-Lantern Jamboree. Here's a time when young and old can get together to enjoy the same things. Invitations should be written on orange paper cut in the shape of pumpkins: "Escort your jack-o'-lantern to our Jack-o'-Lantern Jamboree. Costume prizes for pumpkins only. Prizes for the best-dressed pumpkin, the spookiest, the best pin-up pumpkin, the most likely to succeed, and so on." Anything goes in this pumpkin-costume contest—real or paper hats, fake moustaches and wigs, eye-glasses, hair-ribbons, and earrings—or, carrot or red-pepper noses, green-bean eyebrows, corn teeth, cauliflower ears, celery-curl hair.

Start your party off with a lively march played on piano or phonograph, while owners parade their jack-o'-lanterns around the room past a group of judges, who will make awards. Prizes may be chocolate pumpkins, or lollipops with jack-o'-lantern faces. Then ask everybody to set their jack-o'-lanterns up on shelves or tables spotted around the room, high enough so they can be seen above the crowd, for these pumpkins provide your chief decorations.

Other decorations, which will be a permanent addition to your church decorative materials, may be made of tin cans. Remove top and bottom of tin cans with an opener that will leave a smooth edge. Make wrapping-paper patterns of jack-o'-lantern, bat and cat designs. Scotch tape these to tin cans. Place cans over a round stick, such as a broom handle or window stick. Cut

board for mutual fears and dreams of home and of the church.

Speakers on subjects of interest to the particular age groups and their problems can be heard and discussed.

Unusual programs at the White Plains church included, "60,000 Miles by Air Seen Through the Eyes of a Nine-Year-Old." The son of a former member who is connected with an airline and stationed in Australia, was visiting his grandparents. The child was invited to talk on his travels. By forming a panel of adults to draw him out with questions, they developed an interest-

ing program which gave members an idea of what children think about.

On Talent Night members explained their talents, bringing articles to illustrate them. One described the art of fly casting; another told about stamp collecting, a third revealed his explorations in the field of art, and others told of flower growing, collecting recordings, photography, and so on.

5. *The Club provides experiences memorable because they are shared as a group.*

The White Plains group meets every (Continued on page 51)

outline in tin with an "Exacto" knife. Stick flameproof, colored crepe paper behind the opening with rubber cement or glue. Tie finished shades over bulbs in a string of Christmas tree lights, and hang across the room.

For games hang pumpkin cutouts of various sizes from strings in a row at one end of the room and mark them with different numbers—5, 10, 15, 20. Players form two teams and take turns throwing a ball at the pumpkin, scoring according to the numbers on the pumpkins which they "plunk."

Pass out oranges and wax crayons to everybody and see who can draw the funniest jack-o'-lantern face on his orange. These make nice favors to take home. Line them up on a table first for everyone to vote on. If you don't want

to use oranges, pass out pieces of orange paper cut in the shape of pumpkins. See who can throw the most pumpkin seeds into a pie tin.

Scoop out a very large pumpkin and use as a punch bowl for cider on your buffet table (or fill it with fall flowers). Perhaps you have some artistic member who can make a small replica of Cinderella's pumpkin coach for a centerpiece. Refreshments may be jack-o'-lantern sandwiches, fruit salad, potato chips, doughnuts and cider. Make sandwiches by cutting circles of bread. On half the circles, cut a face. Spread the other half with pimento cheese. Set faces on top. Make some from date and nut bread, too. Or, have open face sandwiches spread with pimento cheese, using slices of green olives for

eyes, strips of pimento for mouths, half a peanut for the nose. Cookies or cupcakes may be made of gingerbread mix, spread with orange-flavored, orange-tinted frosting. Make a face with life savers for eyes, a gum drop for the nose, and candy corn teeth.

Close your party by turning out all the lights so that all may see the gay effect of so many pumpkin faces grinning from all parts of the room, and have someone tell a good ghost story.

Oranges make clever miniature jack-o'-lanterns. You can cut off the lids and scoop them out the same as pumpkins, or squeeze out the juice. Then cut out a funny face and put a small birthday candle inside. Two or three of these with some added foliage or autumn leaves make a nice centerpiece.

Needle Novelties

7175. He wears boys' size-2 clothes—stands 32 inches high! A real playmate for a lucky child! Use flesh-colored cotton for his body, straw yarn for hair.

777. One square makes a doily! Four form a 40-inch luncheon cloth! Six, a 40 x 60-inch tablecloth. Simple-to-memorize stitches dramatically combined. Directions for 20-inch square in pineapple design.

7108. Lilacs in combination of lavender with green leaves to iron on linens! No embroidery—washable. Transfer of ten motifs; four, 4 x 5 to 6 x 6¼; six, 2¼ x 3½ inches.

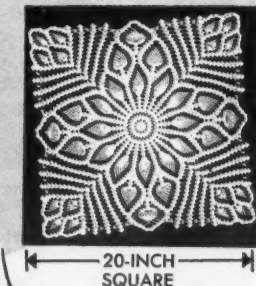
IRON-ON COLOR DESIGNS IN GREEN, LAVENDER



7108



7175



20-INCH
SQUARE

777



Send TWENTY-FIVE CENTS (in coins) for EACH pattern to: CHRISTIAN HERALD, 223, Needlecraft Department, P.O. Box 162, Old Chelsea Station, New York 11, N.Y. Add FIVE CENTS for EACH pattern for 1st-class mailing. Send an additional TWENTY CENTS for Needlecraft Catalog.

MEMORIAL TRIBUTES

OCCASIONALLY groups have need of a Memorial Service to honor members who have passed on. One of our readers, Miss Emma Bigge of Boulder, Colo., writes of one such service she prepared for her group. She placed a white cross, approximately two feet high, on a table and decorated it with seasonal blooms. White candles in glass holders were arranged around the cross—a candle for each of nine members lost during the year.

The program began with a few remarks by the chairman. Soft music was played while a prayer was given, and the candles were lighted by two ladies carrying pale green candles, which were then placed in holders at the back of the table. Names of departed members were read.

A reading of "There Is No Death," by John L. McCreery, was followed by a solo, "Open the Gates of the Temple." Another reader read the Twenty-third Psalm, and "The Lord's Prayer" was sung as a solo. The chairman read a tribute to "Your Mother and Mine," and a benediction closed the program.

If you would like to receive another simple and uplifting memorial tribute, "Beyond Life's Sunset," by Ethel Durnal Posegate, check the coupon.

Woman's Place Dept. (10-54)
Christian Herald
27 E. 39th St.
New York 16, N.Y.

Please send me the Memorial Tribute, "BEYOND LIFE'S SUNSET." I enclose 5c in coin and a large, stamped, self-addressed envelope. (Requests cannot be filled otherwise.)

Name.....
(Please print)

Address.....

City..... State.....

CLUBS FOR COUPLES

(Continued from page 49)

third Sunday evening in the church, as they have grown too large to meet in members' homes. Two definitely "religious" programs are planned for the year, and two or three social affairs, such as an outdoor treasure hunt in the fall, a mid-winter progressive supper, a picnic in June. The Haddonfield group has a smorgasbord supper, when each lady brings her best dish; the men's dinner, when men prepare, serve and clean up for the "queens"; a "doggie roast"; and a canoe trip.

Picture a companionable group seated about the pastor's study on a snowy December evening. Holly wreaths hang in the windows, candles flicker quietly, a fire snaps and crackles occasionally, as the pastor reads an original Christmas story. (It was his custom to write a new one each year.) What memories such an experience will hold for all present! With what regard will the Baptist couples remember their pastor, Dr. Charles O. Wright, now deceased. During Lent this same group meets and goes together to the union service at the Memorial Methodist Church in White Plains. Afterward they usually adjourn to someone's home for refreshments.

6. *The Club helps partners to work and play together instead of to feel the pull of separation from each other. This accounts for its being such an active and productive group.*

When new hymnals were needed, the White Plains Couples Club promoted a series of hymn sings. Everyone loves to get together for a hymn sing, they knew; it only needed someone to instigate it. The sings were held Sunday afternoons, and everyone was urged to listen for the meaning in the words as they sang. Afterward a collection was taken, and with this, new hymnals were bought.

Members of the Haddonfield group personally wielded paint brushes when their social room needed redecorating.

In organizing such a club the first object is to decide what your purpose shall be. The First Baptist Church group states that theirs is "to promote through the close association of its members the exchange of ideas and ideals in furtherance of better Christian living." Any married couples interested in this purpose, whether members of the church or not, are welcome to join.

The purpose of the Haddonfield group is similar: "to promote good fellowship, sociability and mutual helpfulness among the young married couples of the First Presbyterian Church."

You don't have to be limited in the choice of a name for your club. On the

author of "Woman's Place in the Church" Department
writes on cooking for larger groups

JANE KIRK'S WHAT'S COOKING?

Quantity Cooking for All Occasions



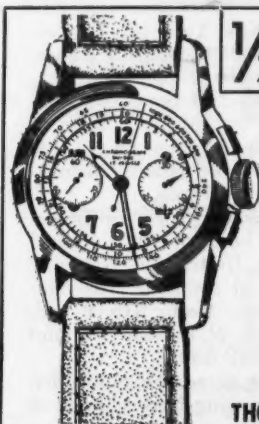
Even the most experienced housewife meets unaccustomed problems in cooking for church, club or other large gatherings.

Now, Jane Kirk comes to the rescue with a complete, practical guide to simplify the chores of quantity cookery. She presents nearly 500 tested recipes and menus adaptable to all types of groups of 4 to 400 persons.

Suppers, "covered dish" affairs, smorgasbords, luncheons, teas, outings—all the events in the church and club calendar are discussed in down-to-earth detail. Jane Kirk gives many helpful tips on food buying and preparation, table arrangements, and serving methods. The most complete book of its kind, *What's Cooking?* will be an important addition to every church and organizational library. \$3.95

at your bookstore

a Revell Publication



1/2 OFF! 14.95 PLUS TAX

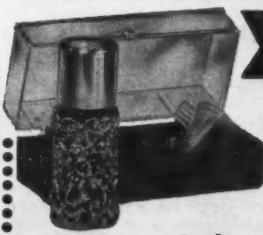
17 JEWEL

SACRIFICE SALE CHRONOGRAPH

FORMERLY \$29.95 TO \$49.95!

NEVER BEFORE has Thoresen's offered a value like this. Nationally advertised Recipro-Register Chronograph now yours at our LOWEST PRICE EVER! Precision made in the highest tradition of Swiss craftsmanship. Automatically computes speeds & distances down to 1/5th second tolerances! Usually would be \$49.95. Our reduced price only \$14.95 plus 1.50 tax, total \$16.45. 5 multi-function dials, automatically coupled and synchronized for hours, minutes, seconds and FIFTH seconds! Contact clutch to start computation and brake clutch to freeze result! Erases back to zero. Hairline sweep second hand. Radium-activated dial glows at night. Unbreakable crystal. Extra thin case. It's the CHRONOGRAPH that REMEMBERS... while movement continues to keep time. GIVEN: fine leather band, with gift case, instructions and MONEY BACK GUARANTEE. Examine 5 days at our risk! Compare for quality, precision performance and endurance! (Also available in 18 Karat Rolled Gold Plate with stainless steel back. ONLY 19.95 plus tax, total \$21.95). Send check or m.o. for \$16.45 tax incl. for Stainless Steel Model No. 23355 or \$21.95 tax incl. for 18 K. Rolled Gold Plate Model No. 233RGP, for prompt free delivery or order C.O.D. plus postage. ORDER from famous:

THORESEN'S, Dept. 127-L-233, 352 Fourth Ave., New York 10, N.Y.



12

Assorted Bottles Gift Packaged

Only

\$12.00

Trial order, refundable.

Easiest WAY TO RAISE FUNDS FOR YOUR ORGANIZATION

Exquisite 24-Karat Gold Plated
Jeweled Filigree PERFUME BOTTLE

Here's what this value includes: A breathtaking 24 Karat gold plated Jeweled Filigree, Spill Proof perfume bottle; matching holding pouch; unbreakable perfume filler, all gift packaged in a luxurious transparent plastic case.

No wonder you can easily get \$2 and more for this exciting gift package. A true \$4.00 value, you'll find this the fastest moving item at any function or fund raising campaign. It's practical, it's beautiful, and the women will love it. An ideal gift for Christmas, New Year, Birthday, Anniversary, Confirmation, etc. Don't wait, try it at our risk.

French PERFUME AGENCY

Dept. A

303 West 42nd St., New York 36, N. Y.

The RUG of Your Dreams

Direct to You from the Great

OLSON

Factory

**SAVE
up to 1/2**

**SEND US YOUR OLD
RUGS, CLOTHING, etc.**

No matter where you live, Write for new, FREE Olson Rug and Decorating Book in colors and 80th Anniversary GIFT Offer. Learn how the valuable wool and material in discarded, worn rugs, clothing, etc., are reclaimed like new, sterilized, shredded, picked, bleached, merged, blended with choice new wools, then redyed, respun into rug yarn, and woven in 3 Days into deeper textured, new, Reversible

BROADLOOM RUGS

... fine enough for any home. Double Wear. (9x12 weighs 46 lbs., not 32.) Choice of 52 colors, patterns, any width, Seamless up to 16 ft., any length.

Solid Colors Early American Leaf
Two-tones Oriental Designs Floral
Tweed Blends Embossed Effects Oval

FACTORY-to-You. Satisfaction guaranteed. Over 3 million customers. We do not have agents or sell through stores.

Mail Coupon or Postcard for

**FREE
RUG & DECORATING BOOK
IN COLORS—and GIFT OFFER**

Name.....
Address.....
Town.....State.....
OLSON RUG CO. Dept. E-77, Chicago 41, ILL.

5,000 CHRISTIAN WORKERS WANTED

to sell Bibles, Testaments, good books, hand-some Scripture mottoes, Scripture calendars, greeting cards, novelties. Good commission. Send for free catalog and price-list.

George W. Noble, The Christian Co.
Dept. 95, Pontiac Bldg. Chicago 5, Ill.

HOW TO KNOW YOUR BIBLE WELL!

A set of five crossword and cross-figure puzzles all with BIBLICAL answers!

Two puzzles with Biblical names of persons and places. (About 250 names each.)

Three puzzles with answers in figures. (How many stones did David take from the brook when he went to meet Goliath?)

Following each question is the Book and the chapter number where the answer can be found.

Dr. Norman Vincent Peale writes:

"I BELIEVE YOUR PUZZLES WILL HELP ANYONE TO BECOME FAMILIAR WITH THE BIBLE, AS WELL AS PROVIDING MANY VALUABLE HOURS OF PROFITABLE ENJOYMENT!"

The complete set of five for \$1.00. Send cash, check or money order. Write for quantity rates for churches and societies.

RUSS CARLEY'S

BIBLICAL CROSSWORD PUZZLES

Box 279, G.P.O. Dept. B., New York 1, N. Y.

West Coast they are often referred to as "Mariner's Clubs." Other churches name them, "All Twos," "Spice Club," "Clipper Club," "Skymaster Club."

Some churches have several clubs with different names, providing for a division of age groups: one club for couples whose combined ages do not total more than 50, another for combined ages up to 80, and the last group indefinite. The least active period is apparently when couples are in their early forties. Then they are usually drawn away by family or business duties, and spend greater amounts of time with their children, who are then in their teens.

You must decide whether division according to ages is important to you. When young couples organize, their first interest is naturally in the things closest to their hearts—the nursery and Sunday school. As children grow, the group's interest changes to such activities as providing refreshments for young people's meetings, redecorating recreation rooms, providing game equipment. Finally, the group's talk turns largely to weddings and grandchildren. Can

Jane Kirk's Newest Book

"What's Cooking?"

Five hundred tested menus and recipes for quantity cooking by the editor of "Woman's Place in the Church"

384 pages \$3.95

Order from your bookstore, or
Christian Herald
27 E. 39th St., New York 16, N. Y.

there be a common level of interest? It is best not to force the issue, but let groups develop naturally.

The White Plains church is an interesting exception to separating ages. They originally had a rule that when a couple's combined age reached 80, they would drop out and form another group. But the war changed things; except for older folks staying on, there would not have been enough members. Now everybody is used to a mixture of all ages, everybody likes it and nobody would change for worlds.

MORE INTERNATIONAL IDEAS

"FUN and Festival from India, Pakistan and Ceylon" is the title of a new paper-bound booklet available for 50c from Friendship Press, 257 Fourth Ave., New York 10. This includes a description of festivals, games, customs, decorations, music, drama, costumes and food of these three nations, and tells how to adapt some of these to programs in your church. It is a wealth of authentic material for missionary programs, as well.

Names of music typical of many countries is to be found in a festival called, "Music Unites the Nations," prepared by and available from National Recreation Assn., 315 Fourth Ave., New York, N. Y. Send 10c and ask for leaflet MP 350.

An interesting game of identification is played by drawing flags of some of

the best-known countries of the United Nations on a piece of paper. Label each with jumbled letters which spell the name of the country to which it belongs, and let players unscramble them.



Piping hot macaroni chicken gumbo (see recipe) is virtually a meal in itself.

Large Quantity Recipe File

MACARONI CHICKEN GUMBO (for 25)

Tomatoes.....	1 No. 10 can	Worcestershire sauce.....	1 Tablespoon
Whole kernel corn.....	2 cups	Chicken stock.....	2 quarts
Sliced okra.....	1 quart	Diced cooked chicken.....	2 quarts
Diced onion.....	1 cup	Boiling water.....	1 gallon
Paprika.....	1 Tablespoon	Salt.....	1/4 cup
Cayenne pepper.....	1/4 teaspoon	Elbow macaroni.....	2 pounds

Combine tomatoes, whole kernel corn, okra, onion, paprika, cayenne pepper, Worcestershire sauce, chicken stock and chicken in a large stock pot. Cover and cook over medium heat until vegetables are tender. Add boiling water, 1/4 cup salt and elbow macaroni. Bring to boiling point. Cook, stirring occasionally, until macaroni is tender and most of excess moisture has been absorbed. Serve immediately.

Courtesy National Macaroni Institute

A SONG FOR AMOS
(Continued from page 26)

face sober. "Right, Amos. Dead right. But even crazy people can hope." He strode out of the kitchen. Amos stood there, the tea kettle still in his hands, and listened as his friend opened the front door, then closed it quietly behind him.

"Old busybody!" he sputtered and slammed the tea kettle down on top of the stove. The lid bounced up and fell to the floor. Amos glared at it. "Stay there, for all of me!"

He hobbled on out of doors. Might as well feed the chickens. He wasn't hungry, anyway. He stopped at the corner of the chicken yard to gaze about him. The sun felt warm on his head. He looked across the fields to the rolling hills, fresh now from the week's rain. Beyond the hills were the mountains, tall and vigorous, their peaks frosted with glistening white snow. He breathed deep of the fresh clear air. Made a body feel ashamed of grumbling. Made him feel kind of like starting all over again.

It was starting all over for the Swensons. No more money problems. Plenty of good food. Nice warm beds for the kids. Mrs. Swenson would go to work somewhere. They'd be all right.

He cocked his ear toward the house. Wasn't that someone calling? Sounded like Curly. He listened. Then it came clear, "Mr. Amos! Mr. Amos!"

"Curly!" Amos shouted. "What you doing here so early? Come on out here to the chicken yard."

But there was no answer.

Amos hobbled back to the house and on into the kitchen. The lid to the tea kettle was on the stove. "Curly!" Amos called. "Where are you?"

No answer. Amos hurried into the living room and on into the hall. He stopped. "Curly!" he breathed hoarsely. At the foot of the ladder, Curly lay in a little heap, his eyes closed, his round little face as white as the snow out on the mountain tops.

Amos stumbled over to the boy and bent over the small body. "Curly! What happened? Tell me! Tell Mr. Amos!"

But the boy didn't stir. Amos stopped and touched his cheek. "Curly!" Amos pleaded. "It's Mr. Amos." Amos tried to pick up the child but straightened with a, "This rheumatism!"

He hobbled out to the telephone in the living room and called Dr. Peters. "Hurry!" he shouted when he'd got him on the line. "I need you bad!" He slammed the phone back on to its hook and called Jonathan. But Jonathan wasn't home. He ought to go tell Mrs. Swenson but he couldn't leave Curly.

Amos returned to the hall where

**caught in the rain today
may cause a**

COLD
tomorrow!



**at the first sign of a cold—
take 2 Bayer Aspirin tablets
with a full glass of water
and feel better—**

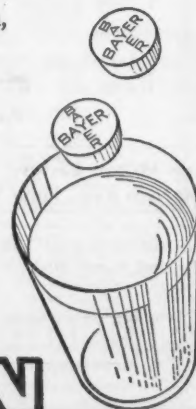
FAST

Imagine! That headachy, feverish feeling... those muscular aches and pains—relieved by Bayer Aspirin, with amazing speed.

One reason why is that a Bayer Aspirin tablet starts disintegrating fast—*stopwatch* fast! Thus, it's ready to go to work almost the instant you take it.

So use Bayer Aspirin. And, for soothing relief of sore throat due to a cold, gargle three times daily with 3 Bayer Aspirin tablets dissolved in one-third of a glass of water.

BAYER
ASPIRIN



Jesus said:

"Whosoever shall give one of these little ones a cup of cold water, shall in no wise lose his reward."



BLIND AND ALONE . . .

this Korean orphan wants his cup of cold water . . . He needs LIVING WATER. Both parents killed in the war, he was brought to the Taegu School for the Blind and Deaf . . . one of 200 homeless, forgotten, handicapped war-orphans.

But he made a great discovery! He is not forgotten. Someone cares. Taught to read braille, he is learning about the Light of the World. Fed and clothed in body, he is receiving Spiritual Food, too . . . and the Water of Life for his soul's thirst.

The Taegu School is among the Christian Schools and Homes for Blind children in 19 countries that *you can help* through the JOHN MILTON SOCIETY.

Note: Listen to the story of this School and its Director on the radio series "LET THERE BE LIGHT", during the week of October 4, 1954. Consult local radio schedules for station broadcasting and for day and hour. Listen also during week of October 11 for SIGHT UNSEEN on the same series.

**John Milton Society for the Blind
160 Fifth Ave., New York 10, N. Y.**

In gratitude for my sight, I gladly enclose \$
to be used in your World Missions to the Blind.

Name _____

Address _____

CH

Curly still lay. Amos' fingers twitched nervously. "Curly!" he pleaded.

Curly opened his eyes. "I . . . I want my Mommy," he whimpered. "Mr. Amos, get my Mommy."

"What happened?" Amos cried in relief.

"I . . . I fell off the ladder," Curly choked. "I . . . I wanted to help you just . . . just once more before . . . before we had to go away. It hurts, Mr. Amos. Where's Mommy?"

Would the doctor never come? The door was flung open and Jonathan strode into the house followed closely by Dr. Peters' small, wizened little figure.

"Amos!" Jonathan cried. "You all right? I bumped into Doc. He told me you'd called."

"Course I'm all right!" Amos snapped. "It's Curly." His voice quavered. The little tyke was . . . was trying to help me just once more. Go tell Mrs. Swenson, Jonathan!

After Jonathan and the doctor had carried Curly into the spare bedroom, Jonathan left to tell Mrs. Swenson. Amos went out to the kitchen, stirred up the fire and put in more wood. Might need hot water. Then he went into the living room just as Jonathan returned with Mrs. Swenson, white faced and tight lipped. Her blue eyes were bright with tears but she smiled at Amos and hurried on to the bedroom. The door closed.

Jonathan sat down. Amos put more wood in the stove, then hobbled over to the window.

"Might as well sit down," Jonathan said.

"Can't," Amos said.

"Tough on Mrs. Swenson," Jonathan said. "Seems like she's had enough without this."

"If you're digging at me again, Jonathan Hull, to have them live here, you're wasting your breath. I ain't a-goin' to. They'll be better off at the orphanage."

"I'm not digging at you, Amos," Jonathan said. "I was merely thinking."

"Think to yourself," Amos snapped. He hobbled over to the bedroom door, listened, then opened it. He couldn't wait to know about Curly. The doctor was so slow.

"A dislocated knee," Dr. Peters was saying, "and two cracked ribs. Lucky he didn't break his neck."

Mrs. Swenson's fingers gripped Curly's but she said nothing.

The doctor left and then Bud came, a tall, thin boy with frightened eyes. Pat followed on tiptoes and stood uncertainly beside her brother, clutching his arm with skinny fingers. Kenny tiptoed clumsily after Pat, the metal taps on his shoes clicking against the floor with each step, his arms waving about as though to help him keep his

balance. Carol followed, her round chin quivering as she snuggled close to her mother. Jimmy, the seven-year-old, stood shyly at the door, his eyes sweeping from one to another. They came to rest on Curly at last. Then with a sob, he ran to the bed and started to climb up.

"No, darling," Mrs. Swenson said softly. "Let's not jiggle the bed. The doctor gave Curly something to make him sleep."

"Mom, how . . . how is he?" Bud whispered.

"He's not hurt too bad," Mrs. Swenson said. "You'd better run back, all of you. I'll be there as soon as I can."

Single file, they tiptoed out of the room, Kenny's metal taps clicking against the floor, his arms waving wildly.

"Mom," Bud whispered stopping at the door. The others waited. "I forgot. The men want to know what to do about your barrel of china. You told 'em not to touch it until you said to."

"Tell 'em to wait just a little. I'll be over."

Amos watched as the children tiptoed out of the room and Bud closed the door quietly behind them. He looked at Mrs. Swenson, then at Curly lying so still on the bed, his long dark lashes lying on his round cheeks. Then he looked at Jonathan, and swallowed.

"Mrs. Swenson, I . . . I've been thinking. I guess maybe the orphanage ain't no place for your kids. Especially now."

Mrs. Swenson looked puzzled.

"I mean—" Amos looked helplessly at Jonathan, who nodded encouragingly.

I MEAN, we'll make out until spring someway. But come spring, Bud could help me patch the roof and then there'd be room up there in the attic for beds for some of the kids and I've got this one spare bedroom down here and they could empty the water buckets until then and well, some good cooking would be fine, especially pie for breakfast. And come spring, the kids could spade up the whole field if they liked and we'd have us a garden. They'd have to do most of the work. We'd get more chickens too, and I . . . I think we'd make out right enough. A mite crowded, maybe."

Mrs. Swenson looked dazedly at Amos. Then she turned to Jonathan.

"Does he mean . . . ? I" She stopped, looking from one to the other.

"He's inviting you all to come live with him," Jonathan said gently.

"If you can put up with an old fogey like me," Amos added hastily. "I find it rough livin' with myself, sometimes."

Mrs. Swenson withdrew her hand gently from Curly's moist grip. She stared at Amos, wonder and hope in her blue eyes. The tears streamed

down her face. Suddenly, she flung her arms about Amos. "You're the grandest old fogey in the world!"

"A . . . a . . . yes, ma'am," Amos stammered trying to pull away. "I . . . I mean go tell the moving men to fetch your barrel of dishes over here before they decide to throw 'em in the truck."

"Land sakes!" Mrs. Swenson cried and ran from the room.

Alone with Jonathan and Curly, Amos grinned sheepishly. "Hope she don't take those fits often."

"She probably won't," Jonathan said. "She'll take them out in singing 'Praise God from Whom all blessings flow.'" He grinned.

Amos groaned. Then he chuckled. "Reckon I can stand it if it's well mixed with good victuals. Pie, especially. Come to think of it, it ain't such a bad song, now is it? Miranda used to like it powerful well." THE END

YOU CAN TRAVEL CHEAPER ON THE WATER WAGON

(Continued from page 19)

cent dividend on renewal after two claim-free years—and so on until he receives a 25 per cent dividend after five or more claim-free years. This means that if a policy holder goes five years without entering a collision or liability claim, he will then be entitled to the same full coverage he has been receiving, at a cost of about 42 per cent less than he would have to pay if he were insured by other companies. And these cumulative dividends can always be transferred to any new car bought.

For collision, comprehensive, liability and medical-payments insurance, on my 1949 car I had been paying \$114.75 a year—and this was with a mutual insurance company whose losses have risen so high that they have been unable to pay dividends for the last two years. Last February, however, I decided to change to Preferred Risk, and for exactly the same coverage, I am now paying only \$83.50—a figure which can get even lower.

Is Preferred, after seven years of writing this "risky" kind of insurance, in danger of going broke? On the contrary, it is one of the fastest growing businesses in the country. Since its inception it has just about doubled its volume of business with each passing year. Chartered in December, 1946, the company began business with 225 charter policy holders in 1947. In June, 1954, the company listed 70,000 policy holders, and estimated that its 1954 premiums will exceed \$4,500,000. Also, its latest financial statement shows that it has assets of more than \$2,500,000—or some \$129.92 for every \$100 of liabilities.

Because inflated damage costs have

B. F. GOODRICH OFFERS FREE PICTURE BOOKS THAT TEACH LIFE-LONG LESSONS



1

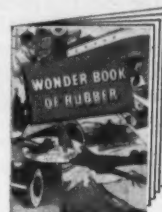
Values of the competitive enterprise system

"Johnson Makes the Team"—A 32-page, four-color cartoon book that shows how the American system of competitive enterprise works and how each of us benefits from it. For ages 13-18. For class instruction, accompanying teachers' manual is keyed to text.

2

Teen-agers learn safe-driving

"Tommy Gets the Keys"—A 32-page, four-color cartoon book that shows how young Tommy Johnson learns driving skills that he will rely on the rest of his life. Tommy learns that sportsmanship, plus courtesy and skill, are the basic ingredients of good driving. For ages 15-18.



History and uses of rubber

3

"Wonder Book of Rubber"—A 32-page, four-color cartoon book that shows how man-made rubber is produced, illustrates tire manufacturing, and outlines the uses of rubber in automobiles, airplanes, industry and the home. For ages 9-13. For class instruction, accompanying teachers' manual is keyed to text.

PUBLIC RELATIONS, THE B. F. GOODRICH COMPANY, AKRON, OHIO

PLEASE SEND WITHOUT CHARGE:

☐ "JOHNSON MAKES THE TEAM".

NUMBER OF COPIES:.....

☐ "TOMMY GETS THE KEYS".

NUMBER OF COPIES:.....

☐ "WONDER BOOK OF RUBBER".

NUMBER OF COPIES:.....

NAME..... ADDRESS.....

CITY..... STATE..... CH

8 MASTERPIECES \$1.00

LONG-PLAYING (33 1/2 R.P.M.) HI-FIDELITY



No Strings

Attached! No Need to Buy Any

Other Records Ever! Full Advantages of Trial Membership

ALL 8 masterpieces for only \$1. Performed by world-famous artists. Custom-recorded on purest vinyl. Reproduced with a tonal fidelity encompassing the entire range of human hearing (50 to 15,000 cycles.) This amazing offer is made only to demonstrate superb quality of our recordings; and to show you advantages of trial membership.

HOW CLUB OPERATES—We advise you monthly of new releases. Those you want are sent you for FREE trial. After 5 days' listening—only the records you decide to keep are billed you at the low membership price of \$1.50 per disc (average playing time 40 min.). You save 2/3 the usual retail price! This "give-away" offer can obviously not be kept open indefinitely. MAIL COUPON NOW while supply lasts. Full money-back guarantee.

SCHUBERT

"Unfinished" Symphony (No. 8)

BEETHOVEN

Ruins of Athens (March and Choir)

MOZART

Piano Concerto in E Flat

BACH

Toccata and Fugue in D Minor

WAGNER

Die Meistersinger Prelude, Act 1

MOUSSORGSKY

Night on Bald Mountain

BRAHMS

Academic Festival Overture

DUKAS

Sorcerer's Apprentice

The Musical Masterpiece Society, Inc., Dept. 6610
43 West 61st Street, New York 23, N. Y.

Enclosed is \$1 in full payment for the recordings of 8 masterpieces listed. Enroll me as trial member. Privileges: No purchase obligation ever! Advance notice of releases. 5 day free trial on any discs. I may reject records before or after receipt; may cancel membership at any time. For future l.p. discs I keep, I'll pay only \$1.50 each plus shipping.

Name.....
Address.....
City..... State.....
Canada, address: 688 Bathurst St., Toronto 4, Ont.

FEEL STRONGER FAST with Fast-Acting GERITOL



Don't Let TIRED BLOOD* Keep You Tired!

If you feel tired and weak, it may be due to low blood-iron. To *feel stronger fast*, try GERITOL, the high potency tonic that begins to strengthen **TIRED BLOOD*** in just 24 hours!

In only one day GERITOL iron is in your bloodstream carrying strength and energy to every part of your body. Two tablespoonfuls contain twice the iron in a pound of calves' liver, 7 times the iron in a pound of spinach.

Don't let Tired Blood keep you feeling tired, weak and run-down. GERITOL has helped thousands gain new strength and energy. Here is what Mrs. N.B. of St. Louis, Mo., writes:

"Geritol certainly does away with that tired, down-and-out feeling. After

a recent short sickness I bought a bottle of Geritol to get back the energy I had lost during the illness. I, for one, thank Geritol for the wonderful quick job it did in restoring my energy and putting me back on my feet."

Mrs. N.B. obviously had tired blood. So, if you've been feeling tired and worn-out lately because of tired blood, get GERITOL, liquid or tablets, at your drugstore, today. **FEEL STRONGER FAST**—in 7 days or your money back!

*Due to iron-deficiency anemia.



**GERITOL
FOR TIRED BLOOD**



*America's
Lowest Price*

FINAL OFFER!
IMPORTED FROM DENMARK
TULIP BULBS
100 BULBS Now Only \$1.98

These are healthy, hardy bulbs—carefully selected from the finest planting stock of famous Danish gardens. Prize selection of medium size bulbs. Available in America at this amazing price because we sent our own representative to Europe and bought the stock of these Danish gardens when the market price was low—and now are passing the tremendous savings to you! But you must order now to take advantage of this wonderful Tulip bargain—bulbs will be shipped for regular Fall planting. These bulbs are guaranteed to give you many blooms the first season, a full normal bloom the second season and many years thereafter or replacement made **FREE** of charge.

**FREE of
Extra Charge**

**12 Gorgeous IM-
PORTED HOLLAND
DUTCH IRIS bulbs will
be sent you at no extra
cost if you hurry
and send in your or-
der NOW.**

SEND NO MONEY. Order now—pay later. Simply send name and address and when your carton of 100 Tulip Bulbs plus 12 extra IMPORTED HOLLAND DUTCH IRIS arrives pay the postman only \$1.98 plus C.O.D. charges. Any bulb not developing to your satisfaction will be replaced without charge. Don't miss this great Tulip bargain. Write today to
MICHIGAN BULB CO., Dept. ME 1422, Grand Rapids 2, Mich.

New Booklet Nationwide Survey Reveals What Hard-Of-Hearing Want

Too often, hard-of-hearing people feel lonely. They frequently think they live in a world apart as a result of their inability to hear.

But . . . "YOU ARE NOT ALONE IN DEAFNESS!" There are millions of others. This new booklet tells you about them, and how they overcome their handicap. Based on information taken from a nationwide survey in which thousands of hard-of-hearing men and women were interviewed, the booklet tells you how these people felt when



L. A. WATSON

they first made the discovery that they were losing their sense of hearing . . . what they did about it . . . how hearing tests were conducted . . . and what they discovered about different hearing aids.

There is no charge for this booklet. Just fill out the coupon below and drop it in the mail. You'll receive promptly your copy of "YOU ARE NOT ALONE IN DEAFNESS" in a plain envelope.

MAICO CO. Rm. 11B	
21 N. 3rd St., Minneapolis, Minn.	
Please send the booklet without cost.	
Name	Address
City	State

dug so deeply into their reserves, many insurance companies have had to struggle these past few years just to keep their heads above water. This, however, has not been the case with Preferred Risk, whose reserves have remained strong in spite of the inflationary trend. Treasurer Plymat also believes that the reason for this healthy condition is because the company's insurances have proved to be even better risks than the statistics on alcohol and traffic first indicated.

ANOTHER figure serves to prove the point. Preferred Risk re-insures all policies above \$10,000 with Lloyds of London—so that no extremely heavy loss, or series of losses within a short period, can cut drastically into their reserves. During all of 1953, only one loss was for more than \$10,000, and that was for less than \$15,000.

Those companies which smiled sardonically at Preferred Risk's naive idea seven years ago are now sitting back in wide-eyed amazement. The Insurance Institute of America, The Association of Casualty and Surety Companies, and the National Bureau of Casualty Writers all commend the company's phenomenal progress. And Dunne's, the largest policy-holder's independent reporting service in the world, gives Preferred Risk an "A Plus (Excellent)" rating.

A check with the Better Business Bureau revealed that Preferred's reputation is excellent, that claims are paid promptly and well, that their premium rates are lower than the Bureau average, and that the company is competently managed and adequately financed. As a further check, I cleared with Preferred's representative in my city. He is an independent adjuster who investigates the claims of many companies. He replied that his experience with Preferred was wholly favorable, that the company always accepted his report, and that they paid in full in every case.

No hair-splitting interpretations are permitted with regard to Preferred's definition of *total abstinence*. It means exactly that. One bottle of beer, one social highball, one cup of Christmas eggnog—in short, any kind of alcoholic beverage, regardless of how infrequently it may be imbibed—disqualifies a driver as a potential policy holder.

"Do people ever try to get your reduced rates, even though they may take an occasional social drink?" I asked Plymat.

"Social drinkers are just not interested in our kind of insurance," he replied. "They tend to sneer at our objectives and our type of program. And the social drinker is naturally wary that his claim might be invalidated should he become involved in an accident

with the smell of liquor on his breath."

Preferred Risk requires every applicant to sign a pledge stating, "I do not use alcoholic beverages and will not do so for the term of this policy." Retail credit investigators run the kind of routine check on applicants that is customary with most insurance companies, plus a special inquiry into a man's reputation for abstinence. If this is clear, the company is satisfied.

Preferred Risk has found that its screening process actually begins long before a driver even makes out an application. Company advertisements are pretty well restricted to religious publications, where the readership is normally opposed to drinking. And direct-mail advertising is sent mostly to people who hold positions of trust in religious organizations. Whenever an inquiry arrives with a coupon from any of these advertising media, Plymat feels that the applicant has the same convictions about alcohol as the company's officials. Thus, policy holders actually become more than just customers—they become friends of Preferred Risk, comrades working together for a mutual cause. This attitude has been demonstrated repeatedly, for not only have there been innumerable occasions where policy holders have been found to be meticulously honest in entering their claims, but there have also been occasions where a claim has actually been minimized because of the policy holder's sympathy with the company's aims.

IF a policy holder can show himself to be a total abstainer, he will still get his low-cost insurance even though other members of his family may be inclined toward having an occasional social drink. However, if the company's routine investigation reveals that a member of the applicant's family is a consistent drinker, then the company will decline to insure the car.

I also questioned Plymat closely on what would happen if a "dry" policy holder were suddenly to turn to drink during the term of the policy. He replied that under such circumstances the company would naturally terminate the policy. But he also quickly pointed out that this situation is so rare that it is no problem for the company. "Under the statutes of many states, if a policy holder were to break his pledge and have an accident while under the influence of liquor, the company would pay the liability damages of the accident and then cancel the policy. But since this is not likely to happen more than once in ten thousand cases, the situation has practically no actuarial significance whatever in our total insurance program. Being the type of insurance company we are, our entire system is geared to avoid the

More Mothers Depend on Fletcher's Castoria Than Any Other Laxative

to correct constipation in children of all ages

Mild, gentle, pleasant-tasting Fletcher's Castoria is the only nationally-recognized laxative made especially for babies and children



Chas. H. Fletcher
The Original and Genuine

CASTORIA



Fletcher's Castoria is so popular because it's extra mild and gentle—gives the natural-like relief a child needs when temporarily constipated.

Castoria is made from nature's finest vegetable laxative products. Contains no harsh drugs—no phenolphthalein, no cascara, no castor oil, no salts. Won't overdose your child, won't cause griping, diarrhea, or upset stomach, which harsh adult laxatives may do. Since it's liquid, you can regulate dosage exactly.

Children prefer Castoria, too. It tastes so good they lick the spoon. Get a bottle now.

For 86 Years the Most Trusted Name in Laxatives

FREE! SEND FOR MY NEW PLAN FOR A BUSINESS OF YOUR OWN!

METALIZE BABY SHOES

Add to your present income or have a full-time business. Fill huge demand for most precious keepsakes. Start at once—no big investment. Complete instructions include all processing methods. It's fun and very profitable. Start now — SEND NO MONEY — just name and address.

KIKTAVI CO., Dept. CH10, 7217 S. Broadway, Los Angeles, Cal.

Instructions include Complete Kit of Supplies & Beautiful BRONZED BABY SHOE

MEND as you IRON

WITHOUT NEEDLE and THREAD

NEW PLASTIC TAPE! Mends without sewing, as you iron! Quickly, easily, mends holes, tears, snags, worn spots in shirts, blouses, coats, dresses, trousers, underwear, hosiery, bedsheets, towels, tablecloths, etc. Mends are smooth and neat. No lumps. Will not come off; stands washing, dry-cleaning. Saves many hours of tedious mending and darning. Take orders! Earn money! Sample offer sent immediately to all who send name at once. Hurry! Postcard will do. Send no money. Just your name.

KRISTEE CO., Dept. 507, Akron 8, Ohio

HOW I RELIEVE MY ASTHMA

ATTACKS IN 15 MINUTES

Will Share Secret **FREE!**

Friends, if you've been up all night with an asthma attack that made you choke, wheeze and gasp for breath, you'll want to hear how I won my fight against asthma suffering. Yes, let me help you. Let me tell you how even little things, like changes in the weather drove me into violent fits of asthmatic coughing. Find how my life was almost ruined by the torture of asthma attacks that left me too weak to go out . . . too afraid to remain home alone. Then let me tell you in plain, simple every-day language how I quickly, easily and safely found glorious relief from the rocking misery of asthma. Learn how I get FAST HELP FOR ASTHMA. Yes, friends, by writing today, you receive absolutely free

and without obligation, a personal letter from me . . . telling how I won my fight against asthma suffering. How I found relief so great, I now devote my time sharing my secret with people who suffer as I once suffered. To hear from me just send your name and address to

CLARA BAILEY, Apt. 10-B
8 W. 45th St., New York 36, N.Y.

You'll receive my heart warming, inspirational, hand-written letter telling my secret . . . the secret that may bring asthma relief to you. Learn WHAT TO DO WHEN ASTHMA STRIKES! You are buying nothing . . . nothing will be sent C.O.D. My information is FREE.

Announcing a New All-Inclusive VITAMIN-MINERAL Formula for OLDER PEOPLE

The most outstanding geriatric supplement ever offered—supplying 33 NUTRITIONAL FACTORS in highest-level potencies!

In the field of Geriatrics—the care of the aged—dietary supplements play a prominent role. For folks over 40, an adequate supply of nutrients is vital to maintain vibrant health, and prevent deficiencies. Prolonged malnutrition contributes to the development of degenerative diseases. Consequently, as nutritive failure is forestalled, the life span is often increased.

Restricted diets, gastric disturbances and poor teeth are only a few of the reasons why nutritional impoverishment is so common with older folks. The failure to get vitamins, minerals, blood-building factors and other nutrients in the daily diet may result in the many aches and pains often symptomatic of premature aging. Energy becomes low, strength and vigor fail, anemias may develop. The V-Q Geriatric Series provides in one supplement, 33 factors to correct and forestall many of the deficiencies incident to older people. Here, in one supplement are the nutrients which previously required 3 or more separate formulas. The V-Q Geriatric Series is available in easy-to-take tablets. The dose for prompt correction of deficiencies is 8 tablets. Great flexibility is possible, however, so that a lowered intake may be had by reducing the number of tablets.

The V-Q Geriatric Series provides the nutritional help frequently needed by older people to aid in banishing that tired feeling when dietary adjuncts are indicated. Take these splendid tablets regularly to guard against the loss of appetite, lack of vitality, sleeplessness, jittery nerves and digestive upset that often result from a lack of one or more of the 33 factors in this special formula. A better state of health and feeling of well being should result.

The V-Q Geriatric Series tablets are reason-



PROVIDES 3-Supplements-in-1

1. VITAMINS, MINERALS AND TRACE ELEMENTS
Insures a supply of high potencies to help ward off degenerating disorders.

2. LIPOTROPIC FACTORS
Provides high level dosage of Betaine, Choline, Inositol and Methionine for improved liver function and fat metabolism.

3. BLOOD BUILDING FACTORS
Serves as a powerful hematonic supplying high unitage of the "red" Vitamin B-12, Liver, Iron, the essential blood building factors required in certain anemias.

ably priced. Note the large potencies of vitamins and minerals; the great emphasis placed on the lipotropic factors. Note the large unitage of blood building nutrients—these factors alone would cost as much as the entire Geriatric Series. You should test this splendid formula now.

The V-Q GERIATRIC SERIES

FORMULA—Eight tablets (daily dose) supply the following amounts and proportions of minimum adult daily requirements:

Vitamin A	40,000 Units	1,000%	Calcium Panto	25 Mg.	*
Vitamin D	2,000 Units	500%	Niacin Amide	150 Mg.	**
Vitamin B1	30 Mg.	3,000%	Choline	500 Mg.	*
Vitamin B2	16 Mg.	800%	Calcium	750 Mg.	100%
Vitamin C	300 Mg.	1,000%	Phosphorus	500 Mg.	67%
Vitamin B6	6 Mg.	**	Iodine	0.4 Mg.	400%
Vitamin K	2 Mg.	**	Iron	75 Mg.	750%
Vitamin E	50 Mg.	*	Copper	2 Mg.	**
Inositol	300 Mg.	*	Manganese	2 Mg.	*
Folic Acid	2 Mg.	**	Zinc	2 Mg.	*
Rutin	50 Mg.	*	Cobalt	2 Mg.	*
Vitamin B12	25 Mcg.	**	Nickel	0.2 Mg.	*
Para A.B.A.	100 Mg.	*	Fluorine	0.2 Mg.	*
Biotin	50 Mcg.	*	Molybdenum	0.2 Mg.	*
Betaine	300 Mg.	*	Potassium	6 Mg.	*
DL-Methionine	300 Mg.	*	Magnesium	6 Mg.	*
Liver Stom. Conc.	390 Mg.	*			

(*) Need in human nutrition not established.

(**) Requirement not established.

31-day Supply (248 Tablets) \$9.95 — 93 day Supply (744 tablets) \$27.00

The V-Q Geriatric Series are sold only at the addresses below. We pay all postage. Order C.O.D. or save all charges by sending check or money order. Money back if not satisfied.

31st Anniversary **VITAMIN-QUOTA** 1923-1954

one of the World's largest distributors of Food Supplements. Serving over a million families, coast-to-coast.

Dept. T68, 880 Broadway, New York 3, N. Y.
or Dept. T68, 1125 Crenshaw Blvd., Los Angeles 19, Calif.

Sales in California, add 3%; Sales in Los Angeles, add 4%.

risk of the drinking driver—either before or after the issuance of a policy—and so far we feel our efforts have been 99 per cent successful.”

The selectiveness with which Preferred gains its policy holders has advantages in addition to that of abstinence. Applicants who qualify are less accident-prone, in general, than people who drink. They are more conservative, less socially active, less likely to go “whooping it up” on traffic-jammed week-ends. They are even less likely to drive during the hours of darkness when more than 50 per cent of traffic accidents occur. And they tend to be more emotionally stable.

While Preferred Risk favors both itself and its policy holders through its unique plan, its advertisements do more than merely sell insurance. By appealing to young people to leave alcohol alone, these ads are serving as a powerful weapon against the liquor traffic. Although it is seemingly incredible that one single company's voice could possibly be heard above the booming advertising roar of the liquor interests, the fact remains that Preferred's advertisements are proving a sharp thorn in the side of brewers and distillers. One of these ads—showing a young couple refusing a proffered bottle as they enter their car, and entitled “No thanks—we don't drink”—recently brought a howling protest. An advertising executive complained to the American Association of Advertising Agencies that Preferred Risk was making “a free-swinging attack on drinking and on the advertising of alcoholic beverages.” Preferred's reply was swift and incisive. They used the identical ad more than ever!

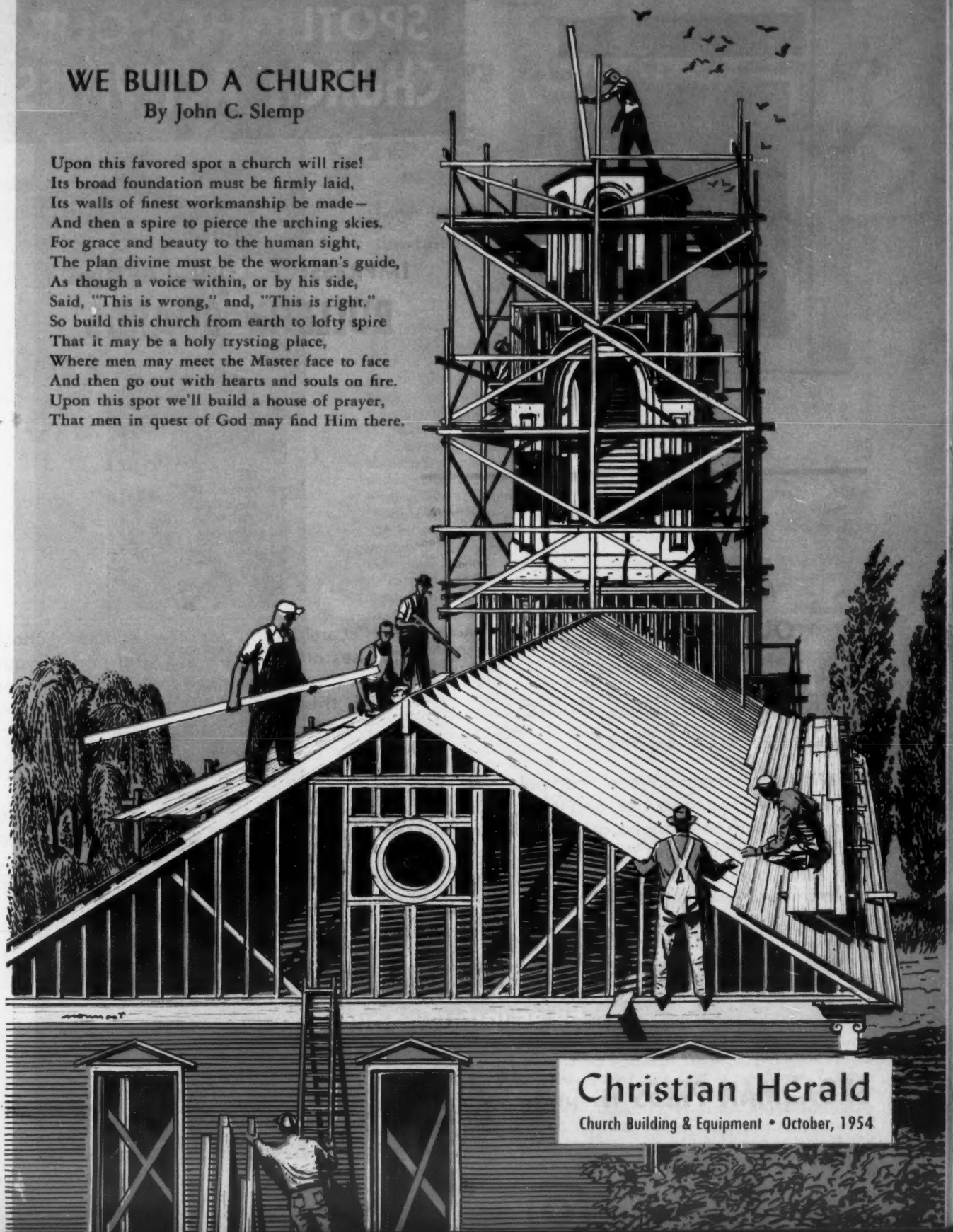
In quoting statistics to show the tragic role which alcohol plays in traffic accidents, Plymat reveals that the danger is actually greater than is commonly thought. In its book, “Accident Facts,” published in 1953, The National Safety Council reports that “in 23 out of 100 fatal accidents, a driver or a pedestrian has been drinking.” Dr. S. R. Gerber, coroner of Cleveland, Ohio, reports that of tests he has made of victims in fatal accidents over an eight-year period, between 41 and 57 per cent had varying amounts of alcohol in their blood. Frank M. Andrews, chief of the Evanston, Illinois, police, says that to some degree alcohol is responsible for as much as 60 per cent of America's annual motor toll of 40,000 dead and 1,500,000 injured. And of hit-and-run drivers who were quickly apprehended, 95 per cent were found to be under the influence of alcohol.

As Plymat succinctly points out, “The man who drinks, and then drives, is very likely to be getting the quart before the hearse.” **THE END**

WE BUILD A CHURCH

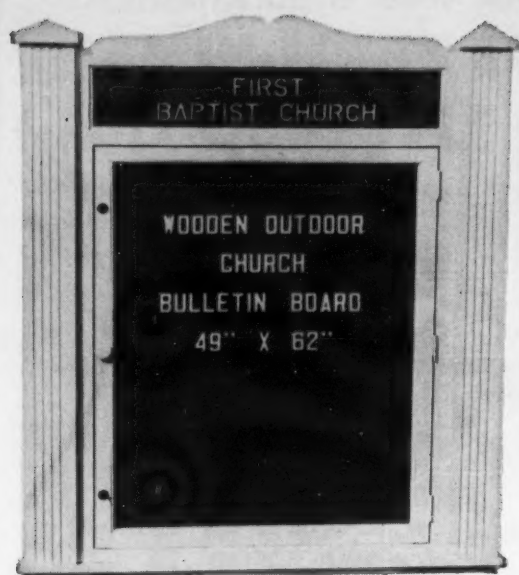
By John C. Slemph

Upon this favored spot a church will rise!
Its broad foundation must be firmly laid,
Its walls of finest workmanship be made—
And then a spire to pierce the arching skies.
For grace and beauty to the human sight,
The plan divine must be the workman's guide,
As though a voice within, or by his side,
Said, "This is wrong," and, "This is right."
So build this church from earth to lofty spire
That it may be a holy trysting place,
Where men may meet the Master face to face
And then go out with hearts and souls on fire.
Upon this spot we'll build a house of prayer,
That men in quest of God may find Him there.



Christian Herald

Church Building & Equipment • October, 1954



SPOTLIGHT YOUR CHURCH ACTIVITIES



With

IMPRESSIVE, LONG-LASTING BULLETIN BOARDS

ENROLMENT	448
ATTENDANCE TODAY	316
ATTENDANCE LAST SUNDAY	291
BIBLE BROUGHT	196
ON TIME	297
PREPARED LESSON	226
OFFERING TODAY	\$433

Metal and Wood OUTDOOR BOARDS

Interior-Lighted

Removable Copy Board,
with Letters

A bulletin board can do more than publicize the time of a church service, and the sermon topic. It is often glanced at by strangers passing by. Bible verses and timely sayings can bear a continuous, silent witness to them through your bulletin board.

A "scoreboard" for the Sunday School focuses attention on this vital part of your church program. Available in metal or wood, this handsome panel will provide a continual challenge to greater efforts.

Also available, oak-paneled hymn register boards.

These outdoor or indoor bulletin boards are excellent media for church publicity, and will accentuate your church activities. Whatever your needs, we can supply them quickly.

Thirty Days Shipment Guaranteed. F.O.B. Nashville

**FOR FURTHER INFORMATION CONTACT YOUR CHURCH SUPPLY DEALER
OR RELIGIOUS BOOKSTORE**

BROADMAN PRESS 127 NINTH AVE. N. NASHVILLE, TENNESSEE

Sign Language in the **SANCTUARY**

Look around you—in your own church—and learn
the fascinating language of Christian symbolism

By **ALAN BRADFORD HUTCHINSON**

DRAWINGS BY BERTRAND ZADIG

EVERY Protestant church, no matter how austere, displays some amount of symbolism not only in ritual, but—and especially—in architecture and furnishings. To see these “sermons” in glass, wood, metal and fabric week after week, with no understanding of their meaning, is to fail to take advantage of the spiritual fellowship these reminders can give us of the faith of believers who have gone on before.

Perhaps it is because we have become so accustomed to symbolism that we forget what a vital role it plays in our lives. Our flag is a symbol of our country. A salute is a symbol of respect. A handshake is a symbol of friendship. When we go shopping we usually look for a familiar “brand,” known to us by a symbolic trademark or slogan. And when we pay for our purchases we do so with currency which is a symbol of labor or services we have performed.

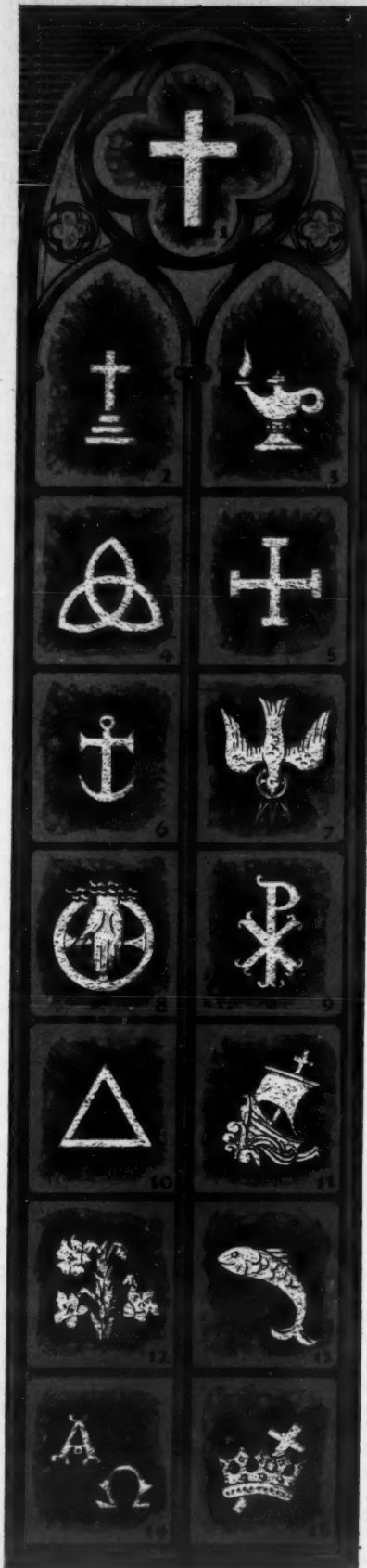
Because it is a language which speaks eloquently to all who understand its meaning, it is no wonder that the Christian church has incorporated symbolism into its system of teaching. Christian symbolism goes back to the very beginning of the Christian faith. The parables of Jesus are symbolic stories; baptism is a symbolic rite; and the Lord's supper is a symbolic re-enactment of the Upper Room experience.

In the early days of the church, Christians were not exactly the most popular people in the Roman Empire. For nearly three centuries Christianity was a forbidden faith which had to be practiced in secret. The “signing of the cross” was originally used as a secret symbol to let another person know you were a Christian. It was easy to make such a sign unnoticed by the authorities, and it thus became an identification mark for members of the new faith.

In like manner, the fish became a secret symbol—not, as many believe, because Simon Peter was a fisherman, but rather because the Greek word *ichthus*, meaning fish, also furnished an acrostic—its letters standing for the first letters of the Greek words signifying “Jesus Christ, Son of God, Saviour.” If you met a person and wanted to know if he were a Christian you would casually draw a fish on the ground with a stick while talking to him. If he were not a Christian the act would be meaningless to him—but if he were a Christian he would recognize the symbol and know that he was with a fellow believer.

Some symbols now employed merely for their symbolic character had a very practical usage at one time. When Christians first worshiped in catacombs, candles were used to light up the dark tunnels. Now candles are retained in our churches today as a symbol that Christ is the light of the

1. Latin cross. 2. Three-step cross, representing faith, hope, charity.
3. Lamp: the Word. 4. Three-arc'd symbol of Trinity. 5. Jerusalem or Crusader's Cross. 6. Anchor cross, symbol once used in catacombs. 7. Dove: Holy Spirit. 8. Hand of God. 9. Chi Rho, first two letters of Greek word for Christ. 10. Another Trinity symbol. 11. Ship: the church sails safely through all perils. 12. Lily. 13. Fish, another sign used by persecuted Christians. 14. Alpha and Omega. 15. Cross and the crown of eternal life.



A genuine Möller pipe organ...



THE ARTISTE—
A TRUE PIPE ORGAN

for only \$3975*...
installed!

Now, with the Artiste, M. P. Möller offers you the thrill of owning, and the ease of playing, a true, high-quality pipe organ at the price of substitute instruments. Look at these features:

- 233 precision-made pipes
- pipes, mechanism (except blower) contained in case
- compact case and console of beautiful black walnut
- conforms to AGO standards
- 19 tilting-tablet stop controls
- expression and crescendo pedals

See—hear—play—
THE ARTISTE!

WRITE FOR NEW CATALOG,
"THE ROMANCE OF THE PIPE ORGAN"

MÖLLER
INCORPORATED

Renowned for Pipe Organs
Since 1875

HAGERSTOWN, MARYLAND

*Price slightly higher in the West.

world. As the church grew, symbols became increasingly important. Constantine, the first Roman Emperor to recognize the Christian faith, replaced the Roman eagle on his banners with the cross of Christ and the words *In hoc signo vinces* ("In this sign you shall conquer"). Some symbols, adopted from pagan cults, were given Christian meanings. For example, the wheat, symbol of fertility, became the symbol of the bread broken at the Last Supper.

Through the centuries the addition of new symbols continued to broaden the vocabulary of Christianity's sign language. Then came the Protestant Reformation, with its return to a simpler and more austere worship. In their intense desire to discard all Roman ornateness, Protestants smashed the stained-glass windows of their churches and destroyed works of art. Yet in the long run this attack on symbolism failed almost completely, for in replacing the clergyman's vestments with the scholar's gown, the kneeling stool with the hard bench, and the ritual of the mass with the Communion service, we succeeded only in substituting new symbols for those that had been so vehemently banished.

Like most Protestant churches, the Congregational church in which I worship appears to have little if any symbolism. Yet as you approach the church you see at its top a bell tower. This spired tower is a symbol of God as our refuge and strength. The bell itself, which calls us to worship, symbolizes the priority of the things of God over the secular. As one enters our church one ascends seven steps. Seven is the perfect number in Christian symbolism, being the sum of three, representing the Trinity, and four, representing the four corners of the earth. As you pass through the church door you enter a vestibule, or narthex. This is a place of transition, where the churchgoer can throw off the cares of the world and prepare for the joyous experience of worship.

Entering the sanctuary you find before you a long aisle leading down to the Communion table. This aisle symbolizes the pathway of life to God, for along this path move worshipers seeking the Father, children to be baptized, young people to be confirmed, couples to be joined in marriage, and the dead to be commended to God's loving care. The Communion table symbolizes our fellowship with Christ and His last supper with His disciples. In place of a Communion table many churches have an altar. As a symbol which goes back to old Testament times, the altar represents sacrifice, since it was originally the place where animals were slain and sacrificed.

On the Communion table are two

candles, witness to Christ's dual nature as both God and man. Flowers are placed on the table, not only because they are decorative but also because they are symbolic of the resurrection; as the seed dies to produce the beautiful blossom, so human life dies that it may flower again in eternal life. Behind the table is the cross—the central object in Christian symbolism—which reminds us that Christ died for us, that He overcame the death of the cross and is now risen.

Next we ascend the platform to the pulpit. As we climb the three steps we are reminded again of the Holy Trinity, and of the three Christian virtues—faith, hope and love. The pulpit is elevated, not to raise the minister to an exalted position, but rather to enthrone the word of God, for the pulpit holds aloft the Holy Scriptures. And in these Scriptures we find a marker on which is embroidered the cross and the crown. This is a symbolic portrayal of life after death, calling to mind the words, "Be thou faithful unto death and I will give thee a crown of life."

In many New England churches there are four tall white columns supporting the outside roof above the entrance. These symbolize the four evangelists, or Gospel writers, whose narratives give support to the Christian church. In other churches there are three entrance doors, symbolizing once more the Holy Trinity.

Frequently in churches one sees the letters IHS, XP, INRI. IHS represent the first three letters of the name Jesus in Greek. XP are the first two letters of the Greek word for Christ. INRI stands for the Latin translation of "Jesus of Nazareth, King of the Jews"—the sign placed above Jesus on the cross. Alpha and Omega, the first and last letters of the Greek alphabet, symbolize Jesus as the beginning and the end.

THERE are also many kinds of crosses. The most common is the Latin cross, with the long vertical arm crossed by a shorter horizontal arm. Other common crosses are the Greek cross, with four equal arms; St. Andrew's cross, which is shaped like an X; and the Celtic cross, which is primarily the Latin cross with the circle of eternity surrounding the juncture of the arms. When a cross has the body of Christ upon it, it is called a crucifix. The earliest crucifix showed the living Christ reigning from His cross, crowned and clothed in kingly attire. Only since the asceticism of the medieval days has the crucifix shown the dying Saviour.

Another church symbol is the baptismal font, which is usually octagonal, for it was on the eighth day after his birth that Christ was brought to the

temple for dedication. Also commemorated on the font are the four evangelists, who appear as four winged figures. The winged man represents Matthew, because he stresses the human side of our Lord's ministry. The winged lion represents Mark, because he emphasizes Christ's kingly character and begins his Gospel with the voice of the lion in the wilderness. The ox represents Luke because of the sacrificial tone of his Gospel; and the eagle stands for John because he rises to great spiritual heights in presenting the divine character of our Saviour.

IN conducting public worship some ministers wear special clothing—this for many reasons. It adds to the dignity of the worship offered to God, it minimizes the individuality of the minister's personal attire, and it emphasizes his position as the leader of the worship. Also, the somber black robe—which goes back to the simple long-sleeved coat of early times—symbolizes the minister's role as scholar and teacher. The special collar with the two white tabs, usually worn at baptisms, funerals and communions, dates back to Puritan times when doctors, lawyers and clergymen wore cuffs around their necks. These cuffs gradually were simplified to two tabs, known as "Puritan bands," and are now usually worn only by Congregational and Presbyterian clergymen.

The use of specific colors in church symbolism dates back to the thirteenth century. It is a usage based on the eight seasons of the Christian year: Advent, Christmas, Epiphany, Lent, Easter, Ascensiontide, Whitsunday and Trinity. White—the color of happiness and rejoicing—is worn at baptisms, weddings and confirmations, and at Christmas and Easter. Green—the color of nature—is worn during the summer months, and at Epiphany as a symbol of the universal manifestation of Christ. Purple is the color of penitence, and is used during Lent and Advent as a symbol of inner examination and penitence for wrongdoing. Red is worn at Pentecost, the birthday of the church. It is a reminder of the tongues of fire on the first day of Pentecost, and also of the sacrifices of martyrs. Black is the color of mourning, and is reserved for Good Friday and for funerals.

Time-honored usage of these many religious symbols has given them a deep and lasting meaning. But just as books are valueless to us unless we know how to read, so symbols are meaningless unless we understand their language. God speaks to us in many ways. Symbolism is one of them. If we know the symbols in our own church, we can better understand the faith of the men who put them there.

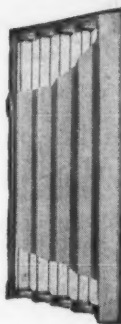
THE END



Needed: More Sunday School Space



The one best solution:



The Trouble-Free Folding Door

Only "Modernfold" has opposing double hinges both top and bottom. "Modernfold" folds evenly, along its center line instead of zig-zagging from side to side. This prevents warp and twist—means greater strength, longer life, better appearance.



Copyrighted New Castle Products, Inc., 1954

"Modernfold"

When you need Sunday School facilities today, the *one best* solution to your problem is to turn large halls or assembly rooms into classrooms with trouble-free "Modernfold" doors. These steel-structured folding partitions fit your space to your needs in seconds. They can be installed without costly remodeling. Best of all, they free you from worries about maintenance, repair or replacement. "Modernfold" doors have been made *extra* sturdy to give you *extra* years of trouble-free service.

"Modernfold" doors are available in sizes to fit any opening, or solve any room division problem. Covering is finest obtainable vinyl fabric—needs no paint, washes with soap and water. Available in 38 colors.

Consult your "Modernfold" distributor (listed under "doors" in your city classified directory) today. Or mail coupon.

NEW CASTLE PRODUCTS, INC. - NEW CASTLE, INDIANA

In Canada: New Castle Products, Ltd., Montreal 6

Sold and Serviced Nationally

NEW CASTLE PRODUCTS, INC.

P. O. Box 771

New Castle, Indiana

Please send full details on "Modernfold" doors.

Name

Address

City..... County..... State.....

ULYSSES S. GRANT
WAS
PRESIDENT



80 YEARS AGO

The first shipment of quality church furniture left our factory. Since that time thousands of churches in our land have enjoyed the enduring quality and craftsmanship of . . .

TIFFIN

Church Furniture



THE **TIFFIN**
MANUFACTURING CO.
TIFFIN, OHIO

SKETCHES, ESTIMATES — NO OBLIGATION



PULPIT & CHOIR GOWNS

Pulpit Hangings—Altar Cloths
Bible Markers—Communion Linens
Embroideries—Fabrics
Custom Tailoring for Clergymen

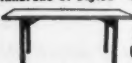
1837 Marking 117 years of Service to the Church and Clergy

COX SONS & VINING, Inc.
131 East 23rd Street, New York 10, N.Y.

**CHAIRS
TABLES**

Immediate
Delivery

Folding
Non-folding
**TABLES and
CHAIRS**
Hundreds of Styles—Factory Prices



Send For
Catalogue

NORTH BRANCH CHAIR CO.
Dept. 1 North Adams 1, Mass.

BIBLE ON RECORDS

Send for **FREE** information on Talking Bible. The Complete Bible on Records. Enjoy and understand the Bible in a way never before possible. Superb, clear reading makes meaning much easier to understand. Hear beauty of its words. Source of comfort, guidance & inspiration. Each record plays for about one hour. Recorded on unbreakable, ultra-micro-groove records. Can be played 33 1/3 phonograph with aid of adapter. Complete New Testament in beloved, authorized King James version, in Gold stamped leatherette binder (26 records) \$20.00. Book of Genesis (6 records) \$7.00. Books of Judges & Ruth (3 records) \$4.00. Books of Proverbs, Ecclesiastes & Song of Solomon (4 records) \$5.00. Book of Psalms (6 records) \$7.00. Turntable adapter, \$2.95. Only one adapter needed for any number of records. **FULL MONEY BACK GUARANTEE.** Order now or send for free literature.



World of Adventure

Dept. 108
Ann Arbor, Mich.

Send stamp or coin for world-adventure catalog of educational materials, etc.



HAMMOND ORGAN CO.

Movable spinet used at First Methodist Church, North Sacramento, Calif.

Your Church Needs a Second Organ

Today's smaller, more mobile instruments make organ music available in areas *outside* the main sanctuary

By **WARREN R. SCOTT**

AS YOU SIT in your pew some Sunday morning, try imagining a worship service without the accompaniment and background of instrumental music. It will be a drab prospect! There are some few denominations which forbid the use of any musical instrument. Most churchgoers are roundly grateful that such practice is not widespread.

Of all instruments used in churches, the organ has gained the widest acceptance. Its almost limitless range of tonal possibilities, its historic majesty as "the king of instruments," make it uniquely appropriate to assist worshippers in expressing their inmost spiritual aspirations. The old hymn's lines, "O for a thousand tongues to sing" becomes considerably more than a figure of speech when applied to the myriad voices of the organ.

No, that morning church service just wouldn't be the same without the organ. The illness of the organist or the temporary disruption of the power

supply have at times proved it to the dismay of more than one congregation.

But the marvel is that we so utterly accept the organ as being not only desirable but practically indispensable in the sanctuary, and fail to consider that it may be fully as desirable for use in other parts of the church building and in other areas of the church program.

Or perhaps it isn't such a marvel at that. Only recent years have produced three developments which provide ample reason for any member, whether soloist or simply a singer of congregational hymns, whether musician or listener, to ponder the idea of a second organ for his church.

First, there has been a new emphasis upon worship in the last twenty years, not only in the formal Sunday morning services of the church, but in all departments. The "opening exercises" of the Sunday school have become worship periods, with more dignity, fewer aspects of a salesman's convention. Youth Fellowship groups suddenly

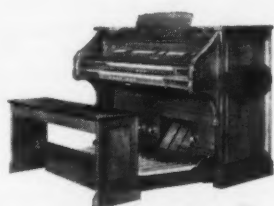
Announcing

THE NEW BALDWIN

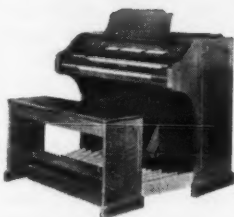
Electronic Organ

MODEL 45

- Two full 61 note manuals, 25 pedals
- Self-contained amplification—completely portable
- Standard controls
- 20 independent stops, four couplers, selective vibratos
- Traditional Baldwin tone quality
- New modest cost



MODEL 10



MODEL 3



ORGA-SONIC
MODEL 40



MODEL 45

An innovation in organ building, almost unbelievable in versatility and scope of true organ tones, the new BALDWIN Model 45 commands an unusually broad selection of stops in all four organ tone families—Diapason, Flute, String and

Reed. Although self contained, requiring no special installation, the Model 45 is so designed that it can be used with Baldwin's standard auxiliary tone equipment where desirable. See this amazing instrument today!

Is Financing a Problem?

The Baldwin Piano Company will finance your purchase of any Baldwin-built piano or organ.

Thousands of churches are now taking advantage of this unique manufacturer-customer Finance Plan.

For complete details ask your Baldwin dealer, or write us.

NOW BALDWIN COVERS THE FIELD WITH FOUR SUPERB ELECTRONIC ORGANS

... AN INSTRUMENT FOR EVERY PURPOSE, EVERY BUDGET!

THE BALDWIN PIANO COMPANY

Organ Division, Cincinnati 2, Ohio

BUILDERS OF: BALDWIN GRAND PIANOS ... ACROSONIC SPINET PIANOS ...

HAMILTON VERTICAL PIANOS ... BALDWIN AND ORGA-SONIC ELECTRONIC ORGANS

OCTOBER 1954

When writing to advertisers please mention CHRISTIAN HERALD

The Baldwin Piano Company
Organ Division, Department CH-104
Cincinnati 2, Ohio

Please send us full information on:

- ☐ The new Model 45 Baldwin Electronic Organ.
- ☐ Other electronic organs built by Baldwin.
- ☐ Baldwin's unique manufacturer-customer Finance Plan.

ORGANIZATION _____

BY _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

Mitchell
FOLD-O-LEG
Tables

UNEQUALED
IN
APPEARANCE,
DURABILITY
STRENGTH

MAXIMUM SEATING
MINIMUM STORAGE
•
QUICKLY FOLD
or UNFOLD
for Changing
Room Uses

TOPS OF MASONITE
PRESWOOD, FIR & BIRCH
PLYWOOD, LINOLEUM,
RESILYTE PLASTICS
TUBULAR STEEL LEGS

CHURCHES, SCHOOLS, INSTITUTIONS,
HOTELS, CLUBS, LODGES . . . CONVERT
ANY ROOM INTO A BANQUET OR
GROUP ACTIVITY ROOM
EASY TO SET UP OR CLEAR IN MINUTES

Write for descriptive Folder
MITCHELL MANUFACTURING COMPANY
2748-L S. 34th Street, Milwaukee 46, Wis.
THE STRONGEST, HANDIEST FOLDING TABLE MADE!

**NOW! Your Church Can
Have Genuine**

The new 21-note SONATA
CHIMES—Finest Quality,
Beautiful Tone only \$475.00
complete! . . . DEAGAN also
offers a complete line of tubu-
lar and electronic Chimes and
Carillons for organ and tower.

CHIMES
By
DEAGAN
FOR ONLY
\$475.00!

See
your
Dealer
or Write
J. O. DEAGAN, INC., 1770 W. Berteau Ave., Chicago 13

for FILMS

send for
free
illustrated
film catalog

THE MOST COMPLETE
LISTING OF
CHRISTIAN FILMS
IN THE WORLD!
Tel. Ogontz 5211

**CHRISTIAN YOUTH
CINEMA, INC.**
JENKINTOWN ROAD
GLENSIDE • PENNSYLVANIA

ROBES

Choir and Pulpit

MORE IMPRESSIVE CHRISTMAS PROGRAMS

A complete selection of styles. Available in
a wide range of materials to fit every budget.

Send today for **FREE**
catalogs: O-66 (choir
robes); J-66 (child-
ren's robes); P-66
(pulpit robes).

Write office
nearest you.



COLLEGIATE CAP & GOWN CO.

CHAMPAIGN, ILL. 1800 N. MARKET ST.
NEW YORK 1, N. Y. 366 Fifth Ave. CHICAGO 1, ILL. 278 N. LaSalle St. LOS ANGELES 28, CAL. 1634 N. Cahuenga Blvd.

have discovered that they need more than soda pop and novelty programs to make their meetings significant; they have found that one quality their church can offer them which they can't get in a convertible or roller rink is worship. The same goes for adult clubs in the church; they aren't giving up their worth-while activities, their outside speakers, their valuable discussion sessions. But there's a return to religion within the church. There's less hoopla, more holy hush; less back-slapping and more Bible study; less rote and more thought. This new emphasis on worship is convincing hundreds of congregations that the organ, instrument of worship, has a place not only in the sanctuary but elsewhere in the church.

Second, churches generally have recognized, to a greater extent than ever before, the importance of youth work. Although it is adults who pay the bills, the young people are growing up most surely to be adults and possibly and ideally to be active members of the church. Many churches have made the mistake of giving the best available space to the adult members of the church, the best furnishings, the best music—losing their youngsters by default and neglect. Now, churches are realizing that if they can win and hold their young people, they are building for the future. A second organ, located in the youth department, helps to demonstrate the conviction of the church that youth is important, wanted and needed.

Third, in the last ten or even five years, console organs have become more mobile and more financially accessible. So long as an organ was either a portable pump affair for street-corner meetings, or a behemoth assembled and erected with colossal expenditure of money, time and space, it was out of the question for a Sunday school. However perfect for the sanctuary, it was not adaptable to any other location. Times have changed! Organs that are not only smaller but less expensive are now available. Many of them are self-contained units or employ no more than an unobtrusive separate tone cabinet. Recent introduction of the one-unit spinet organ, no larger than a spinet piano, makes available an instrument with tone dignity at a cost (about \$1300) less than that of many pianos. Most of them have two manuals and an abbreviated pedalboard. They need only to be plugged into an electric outlet, the switch turned and fingers touched to the keys.

These small, self-contained organs are of two types: electric and electronic. The former produce their tones by means of vibrating reeds, which are electrically amplified. (The Wurlitzer is an example.) The latter produce tones either by means of whirling discs

or vacuum tubes. (Hammond, Minshall and Allen are examples. The Allen is a fairly large though self-contained instrument, with a full 32-note concave radiating pedalboard.) Pipe organs are also available in comparatively small models; they are, however, not readily movable and are designed primarily for permanent installation.

A factor bearing upon one's choice of type is the availability of fairly constant temperature. Large pipe organs are generally safeguarded with temperature control to prevent deterioration of pitch. This may not be feasible with smaller organs in Sunday-school rooms and elsewhere, if the rooms are closed off during the week. Electronic organs are not affected by temperature changes. On the other hand, individual tone preference may dictate the use of electric or amplified-reed organs.

Where can a second organ be used to best advantage? Churches have put them almost everywhere but in the custodian's office and belfry. There are more second organs in chapels than anywhere else. The chapel, an innovation of growing popularity, is a church sanctuary in miniature, located within the church building but apart from the main auditorium. It is used for weddings, prayer services, small meetings of all kinds which require dignified and worship-inspiring surroundings.

THE University Congregational Church of Seattle, Wash., for example, has installed a 32-rank three-manual Wicks pipe organ in the sanctuary, and a 10-rank Wicks two-manual organ in the chapel. The First Baptist Church of Shelby, N. Car.—with 2500 members, 80,000 feet of floor space, a sanctuary seating 3000, three other auditoriums accommodating 700 each, and 149 Sunday school rooms—has a pipe organ in the sanctuary and a Connsonata electronic organ in the chapel. The Trinity Methodist Church, Youngstown, Ohio, uses a four-manual Moller pipe organ in the sanctuary, a two-manual Moller in the chapel, and a small three-stop cabinet Moller in the children's chapel.

First Methodist Church of Tifton, Ga., which only recently completed its new building, installed a Baldwin Model-10 organ with both a main and echo division in the sanctuary, seating capacity 750. In the chapel, seating capacity 150, a Baldwin Model-5 is in use. Pastor John E. Wilson is enthusiastic over both instruments. First Methodist Church, North Sacramento, Calif., uses a Hammond Spinet in its chapel, in addition to a larger organ in the sanctuary.

Chapels are by no means the only locations where your church's second
(Continued on page 80)

FACTS TO CONSIDER when buying a new organ

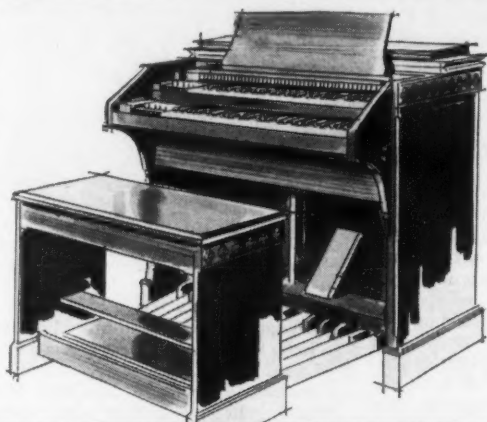
A Hammond means low initial cost! Low upkeep! No tuning expense!



For the small church, chapel or Sunday School — Spinet Model Hammond Organ

Low-cost, compact, easy to play. Yet has astonishing power and beauty of tone! Easily moved from room to room.

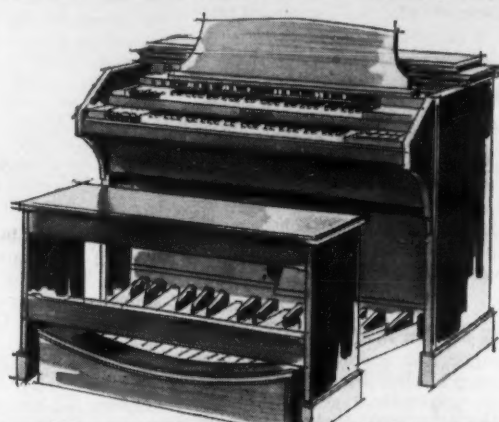
Features: 2 manuals, 44 keys each. Straight 12-note pedal keyboard. Expression pedal, and 2 groups of Harmonic Drawbars. 45½" wide, 43" deep, 42" high. With bench, \$1285 f.o.b. Chicago.



For the large church or cathedral— Church Model Hammond Organ

World's lowest-cost complete church organ. A marvel of power and versatility, tremendous range of true church tones. Choice of many famous churches and cathedrals.

Features: 2 manuals, swell and great (61 keys each). 25-note radial pedalboard. 9 pre-sets and 9 adjustable Harmonic Drawbars for each manual. Expression pedal controls Swell, Great and Pedals. Hammond Vibrato and Vibrato Chorus... selective each manual. 48¾" wide, 47" deep, 46" high. Console, \$2178. 40-watt tone cabinet with reverberation control, \$560. (Prices f.o.b. Chicago.)



For the church that wants the finest— Concert Model Hammond Organ

Stands absolutely alone for versatility and response, range and richness of tone, variety and depth of expression.

Features: 5-octave manual ensemble. 32-note radial concave pedalboard built to AGO specifications. Pedal Solo Unit tunable to preference. Vibrato and Vibrato Chorus... selective each manual. 57" wide, 47½" deep, 46" high. Console, \$2970. Non-directional 40-watt tone cabinet with reverberation control, \$585. (Prices f.o.b. Chicago.)

HAMMOND ORGAN

Choice of over 35,000 churches

Rebate to Churches: All prices shown include Federal Tax which is rebated to churches.

FREE! Mail coupon for the booklet that has helped thousands of churches raise funds for a new organ.

Hammond Organ Company
4214 Diversey Ave., Chicago 39, Illinois

Name.....

Address.....

City..... Zone..... State.....

© 1954, HAMMOND ORGAN COMPANY 10



How RCA helps enrich church activities

Ministers, education directors and church workers are finding RCA sound and visual products extremely effective for broadening congregation interests in church worship, educational and social centers.

RCA CHURCH SOUND SYSTEMS, while retaining the dignity and reverent atmosphere of church worship, bring every word of the sermon . . . every note of the organ music, voices of soloists and choir . . . to every member of the congregation, wherever seated. RCA Church Sound Systems are also used in Sunday School rooms, school rooms, auditoriums and meeting halls.

RCA 16mm SOUND MOVIE PROJECTORS add sparkle and interest to youth and adult programs by perfect showings of religious, inspirational and educational films. The RCA "400" Projector is simple to set up, easy to operate.

RCA PUSH-BUTTON TAPE RECORDER is used for many church activities such as practice of sermon delivery . . . choir rehearsals . . . recording and playback of talks by missionaries and visitors . . . Sunday School lessons . . . educational and social activities . . . bringing church services to shut-ins.

RCA VICTOR RECORDS . . . "Victrola" PHONOGRAPHS . . . RADIOS . . . and TELEVISION RECEIVERS have been prominent audio-visual aids in the classroom for many years. They are also effective aids for stimulating social activities at both youth and adult levels.

Write for complete information on
RCA Church Sound and Audio-Visual Products.



TMKS.20

RADIO CORPORATION OF AMERICA
EDUCATIONAL SERVICES, CAMDEN, N.J.

VISUAL AIDS FOR THE CHURCH

Reviewed by
WILLIAM S. HOCKMAN

¶ Inquiries as to availability of the following films should be addressed to the producers; addresses are listed at the end of reviews.

RESOURCES ON INDIA

The foreign missions study theme for this year is India, and the churches of America will be using audio-visual aids to give background for courses and lectures on this great theme. Happily, there is a considerable body of usable material. Certain films are widely distributed; others may not be. It is wise to plan and book films early. Filmstrips are usually for sale only. If carefully selected they can become a valuable addition to your church's audio-visual library.

Films

ASIAN EARTH documents the life of a non-Christian Indian family through the cycle of one year, the mother of the family telling the story and interpreting the events. We are shown the village; the members of the family; the building of a house; the boys at play; the village pool; the well; the barber; the making of fuel from cow dung; the milking of cows; the cooking and eating; the plowing of the rice paddies; the rice harvest; threshing; winnowing; husking rice; the greedy land sahib; the harvest fair with its dancing and music; the locust plague; the barren and dry ground; the hungering animals; the disturbed family; the borrowing of money from the lender; the death and cremation of the "ancient one" (grandfather); the worship and offerings of the family to the gods; the hope for rain; and the hungry family waiting for the gods to smile on it! Here is India, as it is in a village in the South Ganges Valley; as life is for the millions. Recommended for Junior High age and up. (Produced by, and available from, Atlantis Productions, Inc.; running time 22 min.; color.)

BALAMANI was fortunate. When she became ill, there was a hospital close by. She recovered her health, gained a new faith, and dedicated the rest of her life to ministering to others who came for healing. All this, and much more, is told in this film produced by the American Lutheran Church, but useful across denominational lines. It shows what medical missions are, and gives the viewer a good look at what goes on in a hospital. (Available from Wartburg Press; running time 30 min.; color; rental \$8.)

The United Lutheran Church has produced a trinity of short films which will have great usefulness in interpreting Christian missions in India: **LUTHERANS TEACH SELF HELP**; **LUTHERANS HEAL IN CHRIST'S NAME**; and, **LUTHERANS TRAIN CHRISTIAN LEADERS**. Each shows what the mind wants to see, and they can be used with Juniors up. There is an excellent user's guide with each, and the commentary, as it will be heard, is printed in the guide. (Sale and rental prices from Promotion Dept., United Lutheran Board of Foreign Missions; running time each film, 11 min.; color.)

Daily life in all its medical, social, vocational and spiritual aspects at one of the foremost leprosy colonies in India can be seen in the film, **MEMORY OF INDIA**. Useful with Senior High and up, to show the dynamics of Christian love and concern. (Produced by the American Leprosy Missions, Inc.; 30 min.; color; available on an offering basis.)

Brilliant and dedicated Mary Reed went to India to be a missionary. She contracted leprosy, founded a colony, and lived a victorious and rich life. The film, **MARY REED**, tells this moving and dramatic story. Good for a family night or for a special Sunday-evening service. (Available on an offering basis from American Leprosy Missions, Inc.; 47 min.; color.)

Filmstrips

DIVINE ARCHITECT OF INDIA tells the story of a family which was taken into a leprosy hospital; how the two brothers were healed; how they remained there to become medical officers. It shows the ministries of healing and teaching as inseparable. (Available from American Leprosy Missions, Inc.; utilization time 20 min.; color; reading script.)

Three other color filmstrips on India are: **INDIA: THE MISSIONARY'S TASK**; **INDIA: THE PEOPLE AND THEIR PROBLEMS**; **INDIA: THE RESULTS OF CHRISTIAN MISSIONS**. Each has about 30 frames from pictures taken in India by a missionary. (Produced by, and available from, Church Screen Productions.)

Thanksgiving

In **A DAY OF THANKSGIVING** any American family can see itself and, like the family pictured in the film, learn where



Glen Rock Community Church, Glen Rock, New Jersey. Architects: Moore & Hutchins

AMERICAN SEATING CRAFTSMANSHIP FOR BEAUTY, DIGNITY, COMFORT

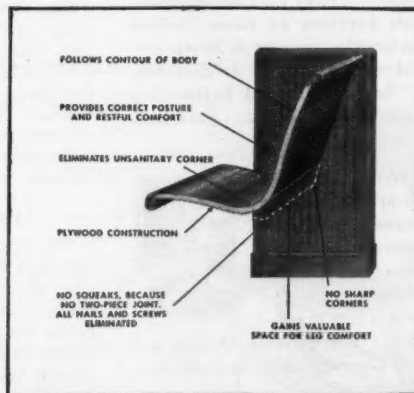
American Seating craftsmanship is the choice of many of America's most distinguished churches—for beauty, dignity, and comfort. American Bodiform pews offer an outstanding example of this craftsmanship (see diagram).

Our Church Furniture Designers offer you and your architect the benefit of more than 65 years of successful experience. Let them tell you more about architectural woodwork, pulpit furniture, and American Bodiform pews or upholstered chairs. Write to us in detail about your plans, whenever you consider reseating, remodeling, or building. Ask us about Folding Chairs, too!

American Seating Company

GRAND RAPIDS 2, MICHIGAN
BRANCH OFFICES AND DISTRIBUTORS IN PRINCIPAL CITIES

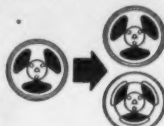
WORLD'S LEADER IN PUBLIC SEATING • MANUFACTURERS OF CHURCH, SCHOOL, AUDITORIUM, THEATRE, TRANSPORTATION, STADIUM SEATING, AND FOLDING CHAIRS



Magnetic Tape in the Church

by Charles Westcott

Good News for clergymen! A revolutionary new magnetic tape has just been released which offers 50% more tape wound on standard-size reels, thus enabling clergymen to make uninterrupted recordings of even longer sermons, lengthy church services and special events. One reel of this new extra-play tape actually gives you the same recording time now found on 1½ reels of conventional tape.



THIS MEANS you can polish your delivery, hear your own sermons—exactly as they will be heard by Sunday's congregations—without the annoying pauses and interruptions caused by stops for reel change.

THE NEW TAPE is called "Scotch" Brand Extra-play Magnetic Tape 190A. Its development is the result of intensive laboratory research with new, more potent oxide coatings. Made with a 50% thinner magnetic coating and a 30% thinner backing material, new 190A tape not only offers more recording time on the same size reel, but gives improved high fidelity response . . . with sufficient critical strength to meet the severe demands of most church recording machines.

Greatest Advantage of Extra-play tape to clergymen is its increased recording time. With 50% more tape wound on each reel, the new magnetic tape eliminates the problem of reel changeover—always present when making recordings with most ordinary tapes.

SHUT-INS, ill and aged members of your church gather inspiration from your sermons . . . hear and enjoy complete church services as never before possible. No breaks, pauses or interruptions to destroy continuity or distract. With new "Scotch" Brand Extra-play Tape they hear everything . . . just as it was presented on Sunday.

I'LL BE HAPPY to hear your opinion of new, thinner "Scotch" Brand Extra-play Magnetic Tape 190A. Try it in your recording jobs and send me your comments or suggestions. Just drop a line to me—Church Editor, c/o Minnesota Mining and Manufacturing Company, 900 Fauquier Ave., St. Paul 6, Minnesota.



The term "SCOTCH" and the plaid design are registered trademarks for Magnetic Tape made in U. S. A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn. General Export: 122 E. 42nd St., New York 17, N. Y.

the center of gratitude really should be. A good film for pre-Thanksgiving use in the church school, youth groups, family night program, or to give the background for a pre-Thanksgiving sermon. (Produced by, and available from, Young America Films, Inc.; 13 min.; B&W; rental \$5.)

GIVING THANKS ALWAYS, a film from the Lutheran TV series, "This Is the Life," is based on Ephesians 5:19, 20 and strikes a deep spiritual note. Fine film for Wednesday night union Thanksgiving services, or for pre-Thanksgiving use by youth and adult groups in the church. (Available from Concordia Films; 30 min.; B&W; rental \$9.)

In **THANKSGIVING**, portions of the Psalms are read in relation to beautiful scenes from nature, and blended with a background of beautiful music. Inspiring for any audience which has been brought into the mood for worship. (Distributor, Film Chronicles; 10 min.; color; write for rental rate.)

Christmas

CHILD OF BETHLEHEM (B&W, 22 min.) and **HOLY NIGHT** (color or B&W, 30 min.) were both produced by Cathedral Films and are widely available, as are two films by Family Films: **GUIDING STAR** (B&W, 30 min.) and a new release entitled **A BOY AND HIS BIBLE**. This is the story of a newspaper editor who just could not write a Christmas editorial when the world was going to pieces. Interesting and inspiring, it is for Senior High youth and up. (These four films have special December rental rates.)

CHRISTMAS AROUND THE WORLD is a 40-frame color filmstrip with the commentary recorded on the four sides of two unbreakable 12" records. The pictures are lovely and the narration good. A fine and useful buy for the A-V library of any local church. The emphasis is on family and home celebrations in all parts of the world. (Produced by, and available from, Methodist Publishing House; sale price \$10; rented by some A-V dealers and libraries.)

For those who want Christmas music sung superbly by the Columbus Boychoir, the film, **CHRISTMAS CAROL VIGNETTES**, will be most satisfying. Eleven favorites are sung under the direction of Herbert Huffman. Will hardly hold the attention of children, but youth and adults will fully enjoy it. (Princeton Film Center; 22 min.; rental \$7.50.)

Films of General Interest

The home missions study theme for the churches this year is "The City," and the film which has been produced to give background and emphasis to this study bears the title, **CITY STORY**. This dramatic film tells the story of a fine old church which got involved in the socio-dynamics of the modern city and how it faced this severe crisis. It did not retreat to the suburbs but changed its outlook and program to meet the changed conditions. All kinds of churches should use this film. It will help thousands understand themselves better, and all to appreciate their sis-

ter churches more. Widely available. (Produced by the Broadcasting and Film Commission; 44 min.; rental \$12.)

REPORT FROM MEXICO presents the problem faced by Protestant churches in building a new church which will link ancient and sacred truths with a dynamic, new attitude in this land of pueblos and villas. Produced by Congregational churches but useful for all denominations. (Available from Broadcasting and Film Commission; 30 min.; rental \$6.)

OUR BIBLE—HOW IT CAME TO BE traces the history and development of the Bible from the first century A.D. right up to the present time. To do this required 90 minutes, but the film is available in parts for those who desire to use it as a series. These parts are: "The Formation of the Bible," "The Bible Spreads Across



The Bible is translated from Greek to Latin in a scene from this new film.

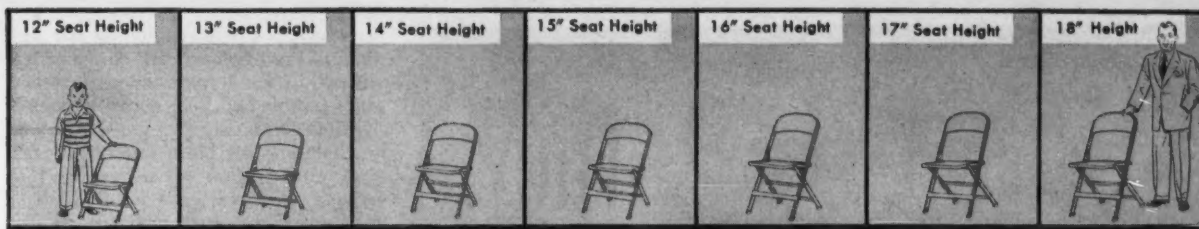
Europe," and, "The Making of the English Bible." Because it deals with a subject of basic importance to church people, young and old, it should have extensive use in church schools, youth fellowships, in family-night and special mid-week programs. (Available for continuous showing, or in parts, from the American Bible Society; write for rental rates.)

The story of one boy's experience at Boys Town, as shown in **A PLACE CALLED HOME**, provides an intimate glimpse into the lives of the more than eight hundred boys who, with Boys Town as home, learn to become constructive citizens. Useful for inspiration and entertainment with youth and adult groups. (Princeton Film Center; 20 min.; available free of charge.)

THE FAMILY NEXT DOOR is a dramatic story of a Christian family. It shows how religion makes a difference in the lives of the parents, the children and the young people. Useful for family nights, Sunday evening services and for youth groups. (Available from Methodist Publishing House; black and white; 30 minutes; rental \$8.)

THE HIGH WALL will provide rich material for discussions on mental health and personality development, community and intergroup relations, education and child development, and the ethics emphasized in religious teaching. A boy learns bigotry at home in an atmosphere lacking affection and filled with

(Continued on page 79)



FOR YOUR EVERY NEED...FOR EVERY AGE from Nursery School to Adult

Clarín

**Presents the
ONLY Complete Line
of Folding Chairs**

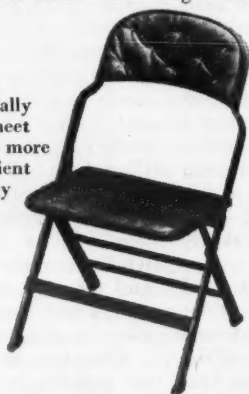


NOW... Juvenile Chairs in 4 Seat Heights

Posture designed—in 12", 13", 14" and 15" seat heights. Clarín offers you a Juvenile chair for every age group, engineered to the highest quality standards. The Juveniles are light, stable, easy to carry. Will not collapse, tip or fold, even though a child stands on them. Because Clarín Juveniles are scientifically designed for comfort and healthful posture, children are far less apt to get restless sitting in them. Available in colors children adore—Fire Engine Red and Kelly Green. Also Opal Grey and Bronze.

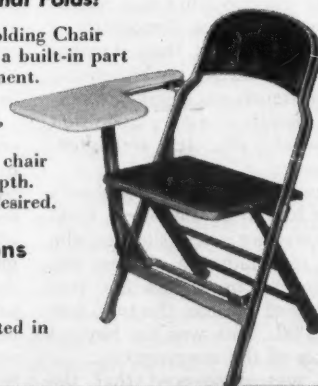
For adults too—whatever your need, there is a specially designed Clarín chair to meet that need. Stronger, safer, more comfortable, more convenient... and backed by the only written 10-year guarantee in the industry.

Clarín Mfg. Co., Dept. 5,
4640 W. Harrison St.,
Chicago 44, Illinois



A CLARIN Original—Imitated but Unequalled A Tablet Arm Chair That Folds!

The Greatest Advance in Folding Chair History! The Tablet Arm is a built-in part of the chair—not an attachment. Yet it folds down out of the way when not needed, so the chair can be used for ordinary seating. The entire chair folds flat in seconds to 3" depth. Foam rubber cushioning if desired.



You be the Judge... Get the Facts... Make Comparisons

Compare Clarín with any other folding chair and *know* why only Clarín chairs can satisfy you. Write today for **FREE** Illustrated Catalog. Or, tell us what type of chair you're interested in and let us send or bring you a sample to examine.

Clarín

ENGINEERED QUALITY MAKES THE BIG DIFFERENCE IN FOLDING CHAIRS



Hard-working members of St. Michael's Lutheran Church, Berkeley, Calif., redecorate a room in the parish hall.

they stretched their remodeling dollar

With volunteer labor, professionally supervised, this church created the "new" building it could not afford

By C. HARRY ATKINSON

IT is an amazing story—a vivid demonstration of the adage, "Where there's a will, there's a way." It is the record of a Herculean task in which hard and prolonged manual labor was transmuted into an exciting, spiritual accomplishment. It is the story of a group of dedicated men and women—seminary students, salesmen, atomic physicists, housewives, business executives, factory workers, clergymen and retired folks who wouldn't stay retired—who donned the most democratic of all garbs, overalls, and then donated some 12,000 hours of back-breaking labor toward transforming a dingy, outmoded old church into an edifice that combines beauty, efficiency and spiritual significance.

It happened this way. St. Michael's Lutheran Church of Berkeley, California, was seeking a new site near the University of California. When the cost of the proposed building was added to that of the site, the total was some \$750,000. This was far beyond the resources of the congregation.

Then it was discovered that the Epworth Methodist Church was vacating, and offering to sell, their some-

what obsolete Gothic building which was located near the university. A careful study of the building revealed that it was structurally sound, well located, and satisfactorily priced. And it held promising possibilities for remodeling and redecoration. The more it was studied, the more attractive it became—especially in view of the terrific cost that would be entailed in erecting a new building. The original opposition to the purchase of the old church soon gave way to enthusiasm, and a sale contract was promptly executed. Then the drama of achievement began slowly to unfold.

With commendable insight and courage the building committee set out to make certain of the desired outcome before beginning the remodeling of the building. First they procured the best advice available. Nothing was left to guesswork. Everything was planned in detail. They accepted as their cardinal principle that all renovations were to be done the right way so that they would last. "We didn't want the folks in twenty years to be asking if we didn't know any better." They agreed that the right way to do things was to take time

for study, and to consult with the ablest men in the various building fields. They resolved to spend money for expert guidance rather than squander their funds on experimentation. They sought the advice of a qualified church architect, a color expert, a public-utilities specialist, and they made extensive use of the literature and counsel of the Bureau of Church Buildings, of the National Council of Churches of Christ in the United States of America. According to Pastor Ross F. Hidy, money spent for this professional advice not only expedited the whole operation and assured a unified and pleasing result, but it also saved money which might have been frittered away in unnecessary extras.

Once the parish hall of the Methodist building was put in satisfactory condition for worship, the pastors of the two churches devised an impressive bit of drama for the program in which the Lutheran congregation would take leave of their old building and enter what was to be their future house of worship. This small ceremony proved to be a stroke of genius.

On the last Sunday in their old build-

ing, the Methodists held a special service to which they invited the Lutheran pastor. Emphasis was placed upon the blessings which God had visited upon the departing congregation through the years. And amid the mingled joy and sadness of the occasion, the keys of the building were reverently handed over to the new Lutheran pastor in a spirit of both comradeship and mutual helpfulness.

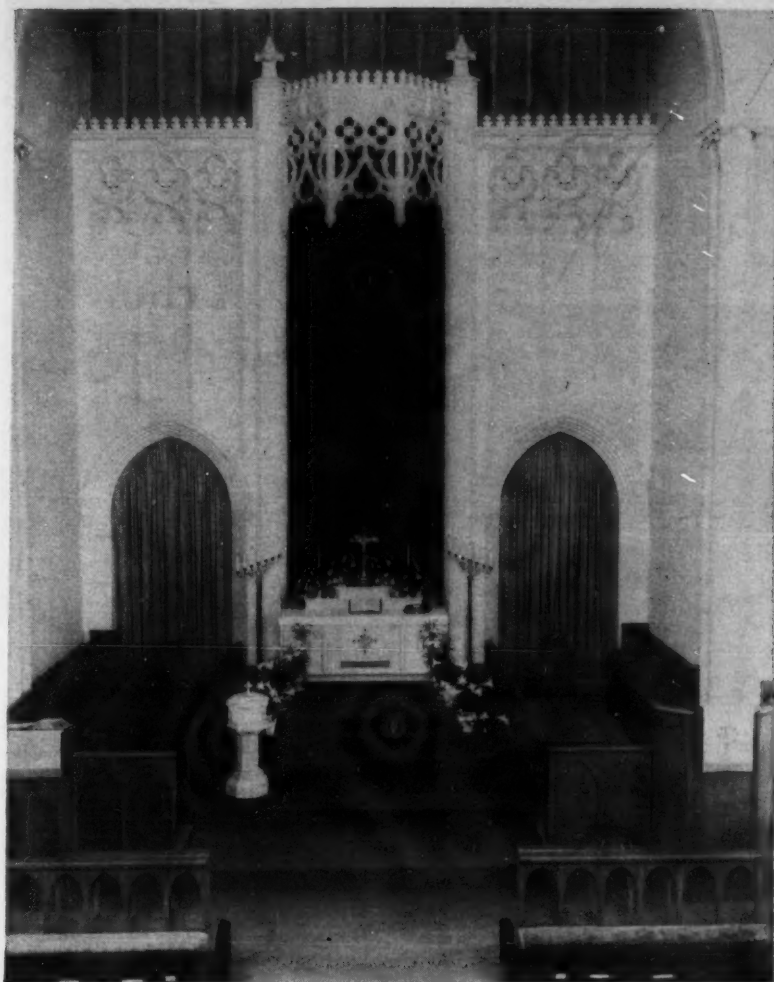
Likewise, on the last Sunday in their church home, the Lutherans dedicated their service to gracious memories of the past, and rejoiced in the blessings which had attended them. A special appeal for building funds was then successfully conducted, and all leave takings were completed. On the appointed Sunday, the officers, choirs and members of St. Michael's church marched in procession to what was to be their new home. They carried with them the Bible, service book and stand, baptismal bowl, communion vessels, congregational records, offering plates, cross and candelabra. When they reached the church door the procession halted briefly to participate with the Methodist pastor in a special service prepared for the occasion. The doors were opened, a welcome extended, and amid the paeans of the twenty-fourth Psalm the congregation marched into their new place of worship. The sacred



BEFORE

vessels and appurtenances were placed in their proper locations. A prayer of dedication was offered, and the new congregation entered into their first service of worship in their new location. This simple, moving experience united the sacred memories and hopes of both congregations and gave spiritual emphasis to what was to come in the future.

In starting their remodeling work the Lutherans found that the building they had taken over presented literally acres



AFTER

of floor and wall space which were in need of a "new look." Funds were definitely limited, however, and if the end envisioned by the committee was to be reached, a great deal of volunteer work had to be enlisted and related specifically to many tasks. Wisely the church leaders engaged and followed the advice of an architect, who drew plans for a beautiful chancel to replace the old pulpit platform with its second-story choir loft and conspicuous organ pipes. The renovation of this important part of the building was done in the summer and fall months. During that time, worship services were held in the fellowship hall.

The offices, parish hall, church living room, caretaker's quarters—in fact every room was carefully studied, desired changes were noted in detail, and the total undertaking was broken down into individual projects. There were problems of acoustics, proper arrangement of the kitchen, and many other items which, if neglected, would detract from the efficiency and appear-

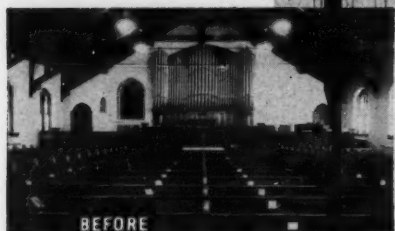
ance of the entire building. These jobs were placed on a list which was arranged according to the amount of work involved and its importance.

The selection of color schemes looking toward a "warm mood of friendliness" was not left to the welter of conflicting opinions of the church members. Acting under the advice of a professional color expert, the decorating committee was able to develop a redecoration program which was promptly approved by the church—thus avoiding a lot of unnecessary and unpleasant controversy. Cheerful colors and fabrics, as well as floor coverings of tile and carpets, were tastefully selected. And by a careful integration of these materials into a planned pattern, a drab cavernous structure was converted into a building which was not only beautiful but which possessed an atmosphere of warmth and livability.

Although most of the work was done by the people of the church, Pastor Hidy wisely suggested that bids should be obtained on those jobs which the

a new
Wicks
pipe organ

belongs
in church
remodeling



BEFORE



AFTER

In planning to remodel the chancel at First Christian Church, Jefferson City, Mo., it was decided to include a new Wicks organ.

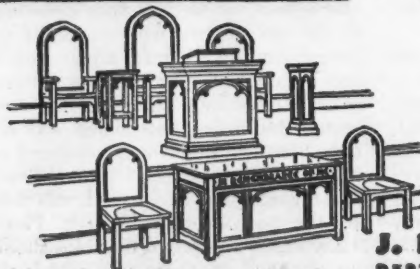
A wise decision indeed! The custom-built, 19-rank organ adds new musical values to the beauty of the Service.

Wicks Organs are available in almost every price range. Let us help you plan an installation that's exactly right for your church.

The House Of Wicks

WICKS ORGAN COMPANY • HIGHLAND, ILLINOIS

PEWS, PULPIT
AND CHANCEL
FURNITURE



of *Distinction*

COMMUNION TABLES
PULPITS • CHAIRS
ALTARS • LECTERNS

Gothic, Romanesque, Colonial,
and Early American designs to
harmonize with every edifice.

Send for illustrated Catalog
Furniture for America's Churches
Since 1877

J. P. REDINGTON & CO.
DEPT. 14 • SCRANTON 2, PENNA.

volunteers could not do. "Small construction jobs can grow to surprising proportions if you don't first get an exact bid from a contractor. And the money thus saved can often be used to furnish an entire room."

Twelve thousand hours—or approximately \$30,000 worth—of volunteer labor were achieved through carefully organized direction and "everlasting teamwork." The church people found that their work was done best by assigning squads to individual jobs. Once a proposed job was approved by the church council, the property committee would secure the necessary materials. Each squad leader would arrive early and get the materials ready for use. And as he supervised the job he would also work along with the rest of the squad. Women provided the Saturday luncheons, or evening refreshments at about 10 P.M. Squad leaders were responsible for "cleaning up" after the day's work was done. This was necessary so that the church could be used the following day while the renovation work was still in progress.

THE work went forward with surprising speed. According to the workers, this was accomplished by first analyzing the over-all job, and then deciding which parts of it should have priority. The workers took segments of the over-all task, and completed one job at a time. They carefully deployed their manpower so that various parts of a given job could be accomplished without the workmen getting in each other's way. They planned things carefully so that similar jobs throughout the church could all be kept going at the same time. This made the preparation of the work and materials much easier. For example, a primary coat of paint for the woodwork was done simultaneously on all four floors of the parish house, thus enabling the leader to work with one kind of a paint on a given night. The next night the second coat of paint was put on, and the job was done. This kind of preparation was found to be very important for doing good work, and by using a small team to make such preparation it was possible for a large squad to begin a new job immediately after finishing a previous one. Waiting around for a chance to begin work seriously reduces efficiency and soon dissipates the enthusiasm of the workers.

In describing how the over-all job was successfully accomplished, Pastor Hidy offers some excellent advice for those congregations who might be considering a similar undertaking. "Get your big jobs done first. They make a vivid impression, and give a sense of pride and achievement to the workers. And work for deadlines—such as anniversaries or special events. Set a time

for the completion of each job and work toward it. Let the workers adopt a given goal, and then publicize the objective to which they have committed themselves. In this way they will provide themselves with their own sense of urgency, and will not have to rely on the urgings of the pastor.

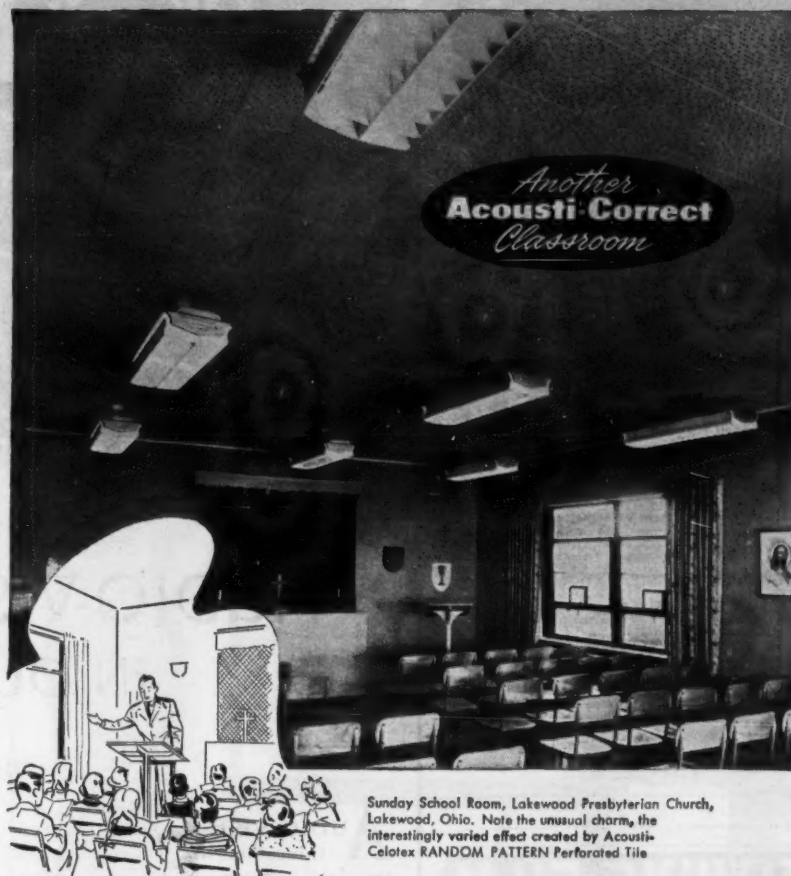
"And periodically announce the amount of money that has been saved by the donated labor. Over the coffee cups of a fellowship meeting have the church leaders announce 'At the current cost of labor, the work you have done today, which we could not afford with our budget, has saved our church approximately so many dollars.' This raises morale—and also eases the aches and pains of weary muscles.

"Also, let the congregation inspect each new job as it is finished. After the worship service, the volunteer members should take the rest of the congregation through the newly remodeled areas. This gives the workers a sense of pride, and engenders enthusiasm—as well as perhaps added financial support—in the members who see the finished results.

"And lastly, give the workers periodic vacations. On a long-range program, the volunteers should be allowed to knock off for special occasions, for other work in the church which may be of particular interest to them, or for time to spend in the privacy of their own homes. After such vacations they will return with even greater enthusiasm for the completion of the task."

AS it stands now, the old outmoded church has taken on a striking appearance and a more glorious ministry. Yet results even more important than these have been achieved. Strong ties of friendship now knit the congregation together as never before. Members found that they really got acquainted at the work parties. They discovered satisfying means of expressing their creative aptitudes. Those who laid tile or who wielded a hammer, a saw or even a needle, found themselves increasingly eager to discuss the life and work of their church. And the more faithfully they worked, the more faithful they became in their worship attendance. The financial condition of the church also became a matter of more personal concern, and offerings increased. And the reason for the remodeling became clearly—and more reverently—understood. It was to honor Christ and to serve His people. Thus it was that the meager dollars of St. Michael's Church were stretched, not only to make the House of God more beautiful and capable of greater ministry, but also to bring closer together the lives and personal dedication of those who had lovingly labored in His name.

THE END



Sunday School Room, Lakewood Presbyterian Church, Lakewood, Ohio. Note the unusual charm, the interestingly varied effect created by Acousti-Celotex RANDOM PATTERN Perforated Tile

Quiet goes to Sunday School

Sunday School rooms can be noisy places, and noise interferes with hearing, blocks concentration, handicaps pupils and teachers alike. That is why so many churches have installed economical Acousti-Celotex Sound Conditioning!

A sound-absorbing ceiling of Acousti-Celotex Tile "soaks up" noise, brings restful quiet to Sunday School rooms, churches, auditoriums, meeting halls. It also improves faulty acoustics, creates conditions favorable to distinct hearing.

Acousti-Celotex Tile is quickly installed, needs no special maintenance. High-density face provides a more attractive surface of superior washability, easy paintability. Low-density through remainder of tile assures great sound-absorption value. Can be washed repeatedly and painted repeatedly.

MAIL COUPON TODAY for a Sound Conditioning Survey Chart that will bring you a free analysis of the noise and acoustical problems in your church, plus a free factual booklet, "Better Hearing in the Church." No obligation!



Products for Every
Sound Conditioning
Problem

ACOUSTI-CELOTEX
TRADE MARK REGISTERED U. S. PAT. OFF.

Sound Conditioning

The Celotex Corporation, 120 S. La Salle St., Chicago 3, Illinois
-In Canada: Dominion Sound Equipments Ltd., Montreal, Quebec

Mail Today

The Celotex Corporation, Dept. X-104
120 S. LaSalle St., Chicago 3, Ill.

Without cost or obligation, send me the Acousti-Celotex Sound Conditioning Survey Chart, and your booklet, "Better Hearing in the Church."

Name _____
Address _____
City _____
County _____ State _____

NOW — for the FIRST TIME!

The 10 FAVORITE HYMNS of
Christian Herald readers on
one long-playing record you
can enjoy in your home

Christian Herald readers themselves chose these
10 FAVORITE HYMNS. Now on one long-playing
(33 1/2 rpm) Columbia record, beautifully sung
by a leading radio tenor, 10 FAVORITE HYMNS
are a source of inspiration and comfort to Chris-
tians everywhere. They include:

★	★	★
The Old Rugged Cross	Abide With Me	
In the Garden	I Love to Tell the Story	
Nearer, My God to Thee	Rock of Ages	
What a Friend We	Jesus, Lover of My Soul	
Have in Jesus	He Leadeth Me	
Sweet Hour of Prayer		
★	★	★

Send for this wonderful recording of 10 FAVOR-
ITE HYMNS. Enjoy them at home, send them as
gifts. Available only by mail. Clip the coupon
now!

10 FAVORITE HYMNS
551 Orchard Drive Northville, Michigan
PLEASE CHECK

☐ Send me long-playing recordings
(33 1/2 rpm) of 10 FAVORITE HYMNS, at \$3 each,
prepaid. Payment enclosed.
☐ Send me recordings of 10 FAVORITE
HYMNS C.O.D. I will pay \$3 each, plus delivery
charges.

Name _____

Address _____

City _____ Zone _____ State _____

TITHING FILM

GOD IS MY LANDLORD

The story of "DYNAMIC KERNELS" in 45 minute
color-sound
Write Perry Hayden "The Quaker Miller" Dept. CH
Tucumseh, Mich.



ROBES

Catalog and fine selections of
sample materials on request. Fair
prices. Mention whether for Pulpit
or Choir.

DEMOULIN BROS. & CO.
1196 South 4th St., Greenville, Ill.

**PLAN Now for
AUDIO-VISUAL
Education in your
new church**

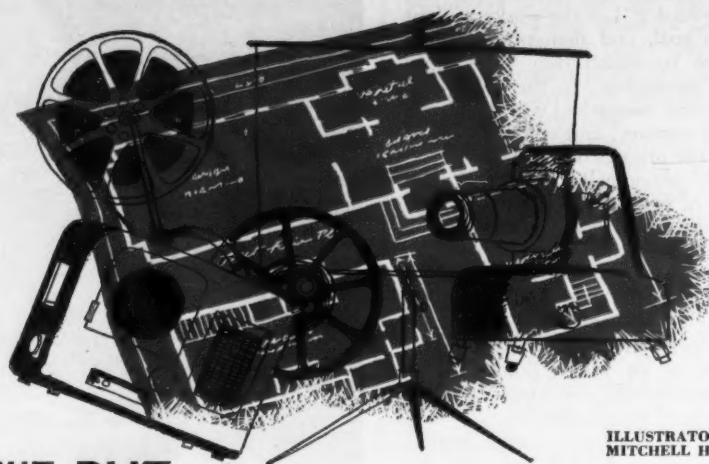
--USE--

Cathedral Films

**Quality & Content
Always Dependable**

**Invest in your book here
on film. There's nothing else in
Cathedral Films**

140 N. Hollywood Ave. • Los Angeles 47, Calif.



ILLUSTRATOR:
MITCHELL HOOKS

WE PUT AUDIO-VISUAL AIDS IN OUR BLUEPRINTS

By WILLIAM S. HOCKMAN

AUDIO-VISUALLY we wanted three things in our new education building and remodeled facilities at the Lakewood (Ohio) Presbyterian Church. We wanted: to make our present use of audio-visual materials easier and more effective; to extend our use of these materials; and, to include basic facilities which would be up-to-date for at least fifteen or twenty years. No doubt there are various ways to accomplish these general objectives, but here's how we did it.

First, we listed all the uses we had been making of audio and visual materials. The list was longer than we thought it would be. We included everything, projected and non-projected aids. We covered all the component groups of the church from kindergarten through adult. This helped us to see that we had already taken for granted audio-visual materials and methods. It made the expenditure of money more reasonable.

Next we made lists of the things we would like to do but could not. We needed to be able to use A-V materials in several parts of the building simultaneously, both in morning church school and in the evening programs of youth and young adults. This meant that we would need many different rooms that could be utilized to a satisfactory degree. This meant conferences with the architect, and definite planning in advance of final blueprints.

We wanted to get away from stringing power and speaker cords in aisles

and elsewhere, and we wanted the convenience of controls for room lights near projector locations. Furthermore, we resolved to be done with the plague of low-voltage!

We wanted permanent screens in all rooms where projection would be frequent. Screen-toting is a bother, and screen-accidents are costly. This required careful planning, even to determining which would be the front end of all rooms. We were up against the need for the very closest coordination of facilities to function—windows, doors, power outlets, room switches, speaker locations, and in some rooms microphone input locations. This type of planning required an intimate knowledge of what was to go on in the building when in peak use, as well as the general technical implications of what audio-visual facilities and equipment were needed. For example, it would have been foolish to place a low-fidelity speaker in a room which was to receive music as well as speech, such as the sanctuary of the church, the chapels and the fellowship hall.

IN the third phase of this step, we listed all the refinements and special features which we wanted in our system so that we would be up-to-date for at least a decade or two. We wanted complete public address coverage of the plant—and how this paid off when shortly after dedication some 450 young people selected our church for a rally! Some groups were sent to

one room, some to another. All announcements went out over the P-A system. Those who had to be in the overflow group could hear perfectly, even if they could not see the platform and the speakers. Of course, the operation of the central control panel on this and simpler occasions required the efficiency of a youth trained for it.

Our complete P-A coverage required a speaker in every room of the plant, including the custodian's quarters. During the week the office staff could page anyone, regardless of which of the forty-five rooms he might be in, without a secretary using valuable time. Our church had developed a safety-drill for the church school, and we wanted to use our audio facilities to give the signal. With a speaker in every room, we could give an instant signal to all. To be certain that no room would be missed we designed the control panel with an emergency switch which cut in all rooms.

We wanted to be able to "service" any room or combination of rooms with recorded music or speech while making live announcements to other rooms at the same time. This meant a two-channel control panel; it enabled us to record sermons and church services while taking care of the needs of the church school. Thus the choir's rehearsal could be recorded and played back to it while the operator played or taped music into the fellowship hall for a party.

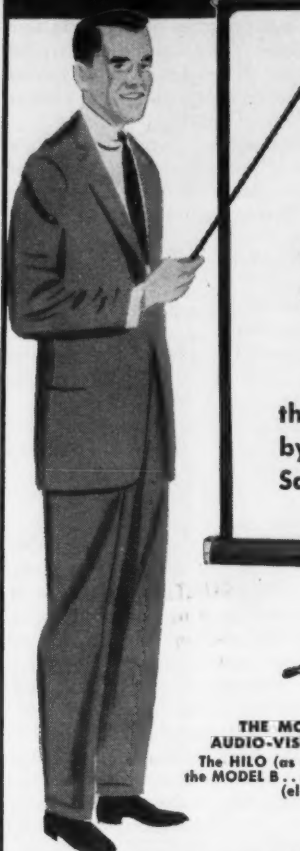
WE wanted to be able to record on tape from a number of locations. What would these locations be? This required intimate knowledge of the total church program as well as of the best spots for recording. Certainly, the pulpit would need a microphone input. From here, sermons, and church services could be recorded. There should be a mike input in the minister's study. Another location would be the fellowship hall, both for recording and P-A purposes. The adult chapel would be a fine place, with its good acoustics. Here youth and young adults could record programs and program materials for later use. The control panel itself should have several mike inputs, as well as one for the portable tape recorder. Not appreciating fully how difficult a big organ is to pick up, we did not put in a special organ mike input. However, the conduit to the pulpit can accommodate this wire, and there are extra positions on the control panel. Thus the deficiency can easily be cured.

Quite a few times we have been asked why we went to all this bother and expense. Our answer is simple. Our church was convinced that audio-visual aids are here to stay. All our

they'll learn faster...

WHEN YOU SHOW YOUR MOVIES ON A

Da-Lite® HI-FI



Hilo®

**THE FIRST... THE ONLY
THREE-WAY Push-Button
HIGH FIDELITY*
PROJECTION SCREEN**

**the screen recommended and used
by more Audio-Visual Directors and
Sales Managers than any other**

**THE MOST COMPLETE LINE OF
AUDIO-VISUAL PROJECTION SCREENS**
The HILO (as shown) and wall types such as
the MODEL B... the MODEL C... the ELECTROL®
(electrically operated).

3 POPULAR SIZES • 50" x 50" SIZE • \$35.25

**"PUSH-BUTTON" OPEN-
ING**—Sets up in seconds.

ECONOMICAL—Does the
job of 3 screens... it's
portable... move it from
room to room with ease.
And, use it for both slides
and movies.

*Color, like sound, also vibrates; and only a screen built to high-fidelity standards can reproduce these vibrations the way they were when captured by the camera.

Made exclusively for Schools
... Churches and Industry
with the new glass-beaded
White Magic surface for color
or black-and-white reproduction
of high-fidelity brilliance.
Easy "Push-Button" opening
makes all other audio-visual
screens obsolete!



Perfection in Projection Since 1909

Available from all authorized Da-Lite Audio-Visual dealers. Ask for free literature or write

DA-LITE SCREEN COMPANY, INC.
2707 N. Pulaski Road, Chicago 39, Illinois

SET IT LOW

SET IT HIGH

OR HANG IT

FREE! "Better Audio-Visual Planning." Tells how to get more thrilling brilliance in slides, movies.

MAIL COUPON TO: Da-Lite Screen Co., Inc.
2707 N. Pulaski Road, Chicago 39, Illinois
Send my copy of "Better Audio-Visual Planning!"

Name
School or Organization
Title
Address
City Zone State

Once you've tried this
foam-cushioned pew
... nothing else
will do!



**FOAM
CUSHIONING**
at its
luxurious
best!

ENDICOTT

Cushion-Eze CHURCH PEWS

When the question of beauty and dignity arises concerning church seating, it's the traditional pew that stands out from all other types as the obvious choice.

The wonderful effect that Endicott Cushion-Eze pews will have on the appearance of your sanctuary, and the matchless comfort they provide, just can't be left to your imagination. To get the true picture, you've got to see and try these upholstered pews yourself!



Easy to maintain

The cushions feature a full 1 1/4" of foam rubber, beautifully upholstered in scuff-proof, stain-proof Naugahyde. Available in many colors to match church interiors.



Scuff and stain proof

Four-section, self-ventilating cushion design means cooler, more comfortable seating in hot, humid weather.

Cushions and the rich, durable finishes of pews wipe clean with a damp cloth.



Permits easy sliding

Our delivery and installation service lowers costs considerably. Before you invest in seating or church furniture, be sure to consult Endicott. No obligation, of course.

FREE... New 20-page Catalog
Shows full line of furniture
Write today, Dept. H-2

Endicott

CHURCH FURNITURE
Winona Lake • Indiana

people had to do was to keep their eyes and ears open when in the industrial plants, hospitals, schools, and business houses of the community to be convinced that religion should make use of equally effective facilities.

Again, our people had seen audio-visual aids used sparsely, and they had the conviction that their use would grow as our program enlarged in our new facilities. They wanted to increase both the extent and the effectiveness of audio-visual aids with all age groups and in all programs.

Too, they were convinced that they would get more for their money if audio-visual facilities were included in the blueprints. After the blueprint stage was passed, all ideas would get costly. We did our thinking in time. We knew that advance planning would give us an integrated audio-visual system rather than a patched-up job. Adding on A-V units in a completed building is not only expensive but unsatisfactory.

Our visitors usually have two questions, upon being shown through the plant.

"What did these A-V facilities cost?"

"Do you use them?"

There are several ways to consider cost. One is by comparison. For example, our A-V facilities did not cost as much as our heating and plumbing, nor even the brick walls. Thus, we got more for our money in the field of A-V facilities than in many other areas.

By knowing exactly what we wanted and needed, we saved a great deal of money. We bought speakers just large enough, tailoring them to room size and the job to be done. We did the same for projection screens—bought them just large enough, no larger. Many we mounted permanently; others are portable.

Room by room the cost was reasonable—less than seventy-five dollars. This includes conduit, speakers, screens, black-out drapes, all inputs, and a proportionate cost of the central control panel and tape recorder.

How much do we use the facilities? More than we thought we would, and the uses grow! By instructing the organist in how to set up the controls, brides and grooms, in their respective rooms, can hear the preliminary music for their weddings, bringing about a noticeable reduction in pre-nuptial nervousness. The demand for taping solo, duet, quartet, and choir numbers has grown. We taped radio programs on "One Great Hour of Sharing," and used them to interpret the meaning of this great project to the entire church school.

Translating program needs into facilities and equipment brought us to the blueprints and under the guidance of those professionally concerned with

architectural, acoustical, and electronic specifications. But, by knowing what we wanted our A-V system to do, by thinking out our own problems, we did not waste the time of the architect and the sound engineer nor expect them to make decisions properly ours.

As the architect was developing his plans for the new building and the remodeling—in our case both operations were being carried out at the same time—we presented to him our A-V needs. These needs he translated into conduits, terminals, inputs, service outlets for projectors and so on.

The architect, not having on his staff a sound engineer, nominated several to the church and we made a selection after investigating them carefully as to competence, amount of experience with church sound systems, tailoring a sound system to our requirements. The electronic-sound engineer then worked with our committee and with the architect.

Our experience showed that the conduit requirements of the A-V system should be very carefully studied. Double check to see that it will be ample for future expansion.

We found that each room must be studied minutely in terms of its functions so that every important question about that room can be settled: location of doors, windows, worship centers, room switches, all have a direct bearing on A-V plans.

THE A-V facilities must be tailored to the exact and special needs of a church. It is not a school, not a factory, not a hospital nor an office building. Sound systems for these institutions are not suitable for a church, and the sound contractor and architect must tailor the system to the special needs of the church. To make certain that this is done the church must alert itself to its needs and work through a competent individual or small planning committee.

All across this country one can find new church school buildings and churches which are bare of all A-V facilities. How sad! Can there be church leaders who have not heard that we are several decades into the audio-visual era? Within a few years handsome buildings will be needlessly marred by the costly operation of adding A-V facilities simply because provision for such was not made in the original construction plans.

On the other hand, the churches in many communities have made great progress audio-visually, and in some places are even ahead of the schools. Your church, too, can bring into the service of our Lord every suitable means of effective communication.

THE END

VISUAL AIDS FOR THE CHURCH

(Continued from page 70)

hate and suspicion for the rest of the world. Combined efforts of police, a social worker and a psychiatrist take them into such homes in a search to uncover the causes of gang wars. A film that will appeal to a wide audience. (*Anti-Defamation League*; 32 min.; apply for rental.)

In the recently released **MISSIONARY TO WALKER'S GARAGE**, we have the story of a young man who wanted to serve his Lord but who did not want to be a "regular" minister. One dramatic situation



Excellent film on Christian vocations is "Missionary to Walker's Garage."

after another develops when he is resented by his employer and fellow employees, and misunderstood by his older brother and his parents. A good film on Christian vocations for youth and adults, with fine technical qualities. (*Family Films, Inc.*; 30 min.; B&W; rental \$9.)

Useful for motivating personal commitment, forgiveness of enemies, and for promoting evangelism and the student exchange program is **THAT THEY MAY HEAR**. A student who is bitter over his brother's death in a Japanese prison resents being asked to share his room with a scholarship student from Japan. When the Japanese student tells how he found Christ and how he plans to study in America and return to his own people as a minister, the American boy gains a new perspective and makes a decision for his own life. (*Family Films*; 30 min.; rental \$9.)

Sources:

Atlantis Productions, Inc., P. O. Box 8666, Hollywood 46, Calif.
American Bible Society, 450 Park Ave., N. Y. 22
American Leprosy Missions, Inc., 156 Fifth Ave., N. Y. 10
Anti-Defamation League, 212 Fifth Avenue, New York, N. Y.
Broadcasting and Film Commission, 220 Fifth Ave., N. Y. 1
Cathedral Films, 140 N. Hollywood Way, Burbank, Calif.
Church Screen Productions, Box 5036, Nashville 6, Tenn.
Concordia Films, 3558 S. Jefferson St., St. Louis 18, Mo.
Family Films, Inc., 8840 W. Olympic Blvd., Beverly Hills, Calif.
Film Chronicles, 26 W. Ninth St., N. Y. 11
Methodist Publishing House, 810 Broadway, Nashville 2, Tenn.
Princeton Film Center, Inc., Princeton, N. J.
United Lutheran Board of Foreign Missions, 231 Madison Ave., N. Y.
Warburg Press, 157 E. Main St., Columbus, Ohio
Young America Films, Inc., 18 E. 41st St., N. Y. 17

NOW FROM WURLITZER

a new church organ
with high fidelity
traditional tone



Model 4601
New Wurlitzer Organ.
Prices start with Spinette—
\$1325, F.O.B. North
Tonawanda, New York.

WURLITZER
ORGANS
Music's Richest Voice

During its development we believed that the new Wurlitzer Church Organ would offer the most liturgical tone in the electronic organ field. Now we're sure of it.

One reason is that the Wurlitzer Organ has the only natural musical source of tone in the entire electronic organ field—the famous Wurlitzer Reed.

Another reason is Wurlitzer's all-new high-fidelity sound system which assures finer tone colors and truer fidelity to traditional organ voices.

Be sure to hear the new Wurlitzer. You'll be pleased with its magnificent tone—and surprised by its modest price.

**SEND FOR FREE
CHURCH ORGAN
FUND-RAISING KIT**



The Rudolph Wurlitzer Company
Dept. CH-410, North Tonawanda, N. Y.

Please send me your free fund-raising kit.
Also information on your new church organ.

Name _____
Address _____
City _____ County _____ State _____

DON'T DECIDE...

on folding tables until you've seen our catalog on

Foldcraft

FOLDING TABLES

FOLD-CRAFT is first choice where a strong, rigid folding table is desired.

- Frame is built like a bridge . . . engineered to last a lifetime.
- A wide variety of tables to choose from.
- Also available—folding leg units only! Make your own tops.

Write for **FREE** illustrated catalog, price list, and complete details.

**Special discounts
to churches**

Foldcraft 318 FIRST STREET • MENDOTA, MINN.



DIETZ SOUVENIR BANGLES

Bangles always help to hold the interest of youngsters. They also build attendance and help children learn the importance of a good testimony.



No. 5 Butterfly Bangle. "Happy Birthday" in colors, die cut, provided with pin attachment.
No. 6 Welcome Bangle. With pin attachment in colors, die cut, with Bible verse.



No. 7 Good Shepherd Bangle John 10:14, die cut, in colors.
No. 8 Little Children Bangle shows boy and girl with text Matt. 19:14. Die cut, in colors, all have pin attachment.

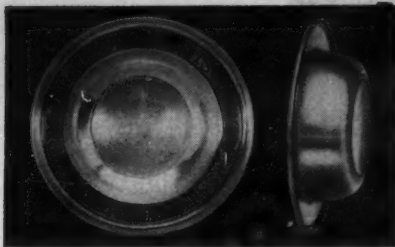


Doz. 254;
Per 100 \$1.50

Be sure to ask for our big **FREE** catalog check-full of Sunday School helps. Write today!

WM. H. DIETZ, INC.

Order through your dealer or direct
10 S. Wabash Avenue, Dept. 105, Chicago 3, Ill.



Alms Basins

This beautifully conceived Basin is a most satisfying example of the superb craftsmanship that is truly Gorham. Sterling Silver, 12" in diameter, with engraved text, priced at \$175.00. In answer to the demand from Churches using duplex or budget envelopes, we also furnish a slightly larger Basin in 13" diameter with 3" depth, priced at \$195.

Prices subject to change without notice.

WRITE FOR ILLUSTRATED
ECCLIASTICAL BROCHURE
GIVING PRICES

Gorham

PROVIDENCE 7, RHODE ISLAND

AMERICA'S LEADING SILVERSMITHS SINCE 1831

U.S. and CHRISTIAN FLAGS



Do your church flags need replacing? Write for our free catalogue and factory prices on U. S. and Christian flags for Churches, Sunday Schools, etc. All sizes available in rayon, taffeta or bunting. Tear out and write today for free catalogue and direct-factory price list.

Regalia Mfg. Co., Dept. N, Rock Island, Ill.



CHOIR ROBES

Write for Style Catalog and Fabric Selector with miniature cut-out showing how each fabric and color appears as a finished Robe. Request Catalog V6

For Pulpit Robe, request Catalog M6

E. R. MOORE CO.

25-34 Jackson • Long Island City 1, N. Y.

932 Dakin St. • Chicago 13, Ill.

1908 Beverly Blvd. • Los Angeles 57, Calif.

YOUR CHURCH NEEDS A SECOND ORGAN

(Continued from page 66)

organ can be effectively employed. It is the custom of many congregations to provide a "junior church." Usually, the smaller children sit with their parents in the sanctuary for a part of the worship service, and then go to their own room for a junior sermon and worship service tailored to their understanding. A small organ in this room can add immeasurably to the impressiveness of the experience. The spinet-type organs with simplified pedalboards may be readily mastered by pianists, and because the instruments are self-contained, they may be readily moved from one location to another to serve a variety of purposes, as easily as a piano may be moved.

One of the new small organs is a distinct possibility in Sunday-school assembly rooms. The First Baptist Church, Dallas, Texas, has a three-manual Moller in its educational building, in addition to a two-manual instrument in the chapel and a large organ in the sanctuary. Recognizing the desire of many Sunday schools to enjoy the benefits of organ music, the Hammond Organ Company offers churches a 30 x 40-inch poster in eight colors, headed, "Let's Buy a Hammond Spinet Organ for Our Sunday School." The contributions of various classes are recorded by musical notes pinned to the poster; as the fund grows, the notes advance along the keyboard.

A church in the Chicago area uses a Hammond in its choir rehearsal room. Rehearsals thus are carried out under conditions similar to those of the actual presentation. The organ is also available here for organ teaching and practice.

Other churches have made organ installations in church parlors, where the smaller instrument furnishes a reverent musical setting for even the most modest wedding; others in church social halls, where the organ accompanies dramatics, both pantomime and oral; in church dining rooms where the organ provides background music; in recreation areas where the instrument has proved to be the perfect nucleus for group singing.

All of which suggests that now is time for your church to give careful thought to a second organ and what it can do for you. Pianos have their places, in church as well as elsewhere. But the church should be more than a last resting place for castoff pianos from the homes of members. The church deserves the best, not only in the sanctuary but in every department and function. A second organ, chosen to meet your own needs, can give your program new vitality. **THE END**

A CENTURY OF Leadership

Write for information
on type of organ
in which you
are interested.



ESTEY ORGAN CORP., BRATTLEBORO, VT.

clearlyte
COMMON CUPS
SB 167
\$1.25 Doz.

Unbreakable... moulded to look like glass. Light weight, noise free. Economical. Standard height. Order from your dealer.

SPECIAL OFFER
Mail \$1.00 for trial lot of one dozen sent postpaid.
55 Sudbury St., Boston 14, Mass.

New Envelope Holders

Beautiful traditional Gothic design... practical convenience... durability—all combined in a new combination envelope-pencil holder. Crystal-clear plastic; adds a classic touch to any church pew. Holds supply of cards as large as 3" x 5". Includes screws.

PER BOX OF 100 **\$30.00**

Order from Your Bookstore or
THE JUDSON PRESS
1703 CHESTNUT STREET, PHILADELPHIA 3, PA.

FOLDING CHAIRS
• IN Steel or Wood
FOLDING BANQUET TABLES

WRITE FOR CATALOGUE
AND LOW DIRECT PRICES

J. P. REDINGTON & CO.
DEPT. 88 SCRANTON 2, PA.

Checkerette®
COAT and HAT RACKS
for every Church need

A 4 ft. (S-4-CT) Checkerette provides ventilated hat shelves and either 24 coat hangers or 32 coat hooks. A double (D-4-CT) Checkerette of equal length accommodates 48 on hangers or 64 on hooks. Both can be set-up anywhere or disassembled in less than a minute without nuts, bolts or tools, can be stored like folding chairs, or will stand rigid for years. The double Checkerette comes on large casters for easy movement when it is assembled. Checkerettes can be assembled "high" for robes or vestments, "normal" for adult wraps or "low" for children. Checkerette Wall Racks come in 2, 3 and 4 ft. lengths and will accommodate up to 12 coats and hats per running foot. They are mounted on wall at proper heights for each age group.

Write for Bulletin CT-104 showing these and other modern steel wardrobe units.

VOGEL-PETERSON COMPANY
The Coat Rack People
1127 West 37th Street, Chicago 9, Illinois

Answers TO YOUR QUESTIONS ON CHURCH BUILDING

By C. HARRY ATKINSON
Church Building Consultant

Electrical Church Bells

Is it possible to buy electrical devices for ringing church bells?

Electrically operated automatic church-bell ringers are available. They are devised to swing the bell, or to swing the clapper while the bell is held stationary. The latter arrangement takes considerable strain off the tower or spire in which the bell is hung. Electronic carillons which do not use actual large bells are also available. Name of manufacturers will be supplied on request.

Location of Church Site

Should a church be located in a shopping area?

Generally speaking, it shouldn't because of the high price of the property, traffic congestion, lack of parking facilities, street noises, and the possibility of being hemmed in by commercial establishments.

To meet today's requirements, a church site should be very much larger than was previously considered adequate. It should provide for future expansion of buildings and program, afford off-street parking so essential in this automobile age, and permit much-needed outdoor areas for social and recreational purposes. Such a property might well be near—but never in—the commercial center of a community. Preferably it should be located on the travel pattern of the community, and near a school. But beware of parks, cemeteries, commercial and manufacturing areas, heavily traveled thoroughfares and natural barriers that limit the residential areas from which membership can be drawn.

Your church should not be shut off from view by other buildings, and it should either be near your membership or easily accessible to it by public transportation.

Population Growth

How can we best estimate local population growth—and the future building needs of our church, which is located in a rapidly growing community?

For best results, procure the services of your denomination or local Council of Churches' Research and Survey Departments. Within limits, the Department of Research and Survey of the National Council of Churches will be able to supply expert advice, either by on-the-site direction or by means of special literature.

There are several books and pamphlets available which show clearly how to conduct a religious census and how to evaluate the resultant findings. Write us for particulars.

Helpful statistics on projected population growth can be found in the offices of your local Planning Commission, school board, public utility companies or in the

WHAT SHOULD YOU LOOK FOR WHEN BUYING CHURCH FURNITURE?

You need all these...

DIGNIFIED BEAUTY... that harmonizes with church architecture.
COMFORT... pews hygienically designed to fit the body. **DURABILITY**... by using only solid, honest lumber and modern construction methods.
GUARANTEE OF QUALITY... **ECONOMY**... by choosing a manufacturer of absolute integrity and financial soundness.

Ossit one piece pew body No. 9-2 exemplifies the best in pew body design with hygienically curved seat and back. Hundreds of churches have installed this pew.



SOLID COMFORT

Here is a tried and tested pew body built for maximum comfort. The convex surface supports the small of all spines—short people or tall. The concave lower section allows maximum room for garments. You can expect comfortable relaxation in this pew.



Ossit

87 years experience — over 100,000 installations plus strict adherence to all the essentials of church interior design are at your service at Ossit. Write for full information.

CHURCH FURNITURE COMPANY, INC.
BOX 269-A JANESVILLE, WISCONSIN

monroe FOLDING BANQUET TABLES

NEW 1955
MODELS

WITH COMPLETELY
FINISHED TOPS
Can Be Used Without
Tablecloths



Write today for new catalog showing 58 models and sizes of Monroe Folding Tables.

NOW, Monroe Folding Banquet Tables, at no extra cost, are offered with completely finished tops, highly resistant to most serving hazards. May be USED WITHOUT TABLE CLOTHS, if desired. Also available in Formica and Ormacele special color and pattern types. Write for catalog with direct factory prices and discounts to religious and educational institutions, clubs, lodges, etc.



MONROE TRUCKS For Folding Tables and Chairs

Transport and store your folding tables and chairs the easy, modern way on MONROE Trucks. Construction of Transport-Storage Trucks permits maneuverability in limited space. See Catalog.



THE MONROE CO. 95 CHURCH STREET COLFAX, IOWA



attention ORGAN COMMITTEE

Be sure to investigate the ease of acquiring a truly majestic pipe organ. Reliable, competent builders of all price range organs since 1898, we can send names of some churches in your area with instruments fairly similar to that you contemplate and built by this firm. If modernizing or rebuilding, perhaps your organ contains some materials that would be sheer folly to discard today. Write attention Mr. Robert Hillgreen or call Alliance, Ohio, 7238.

HILLGREEN - LANE
AND CO., ALLIANCE 2, OHIO



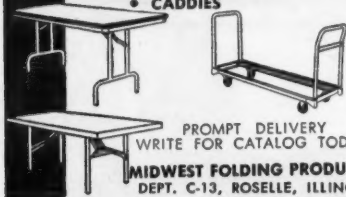
FOR THE FINEST
Carillon Bells & Chimes
Chimes starting as low as \$396.00
Write for complete information to
MAAS ROWE CARILLONS
Dept. 210, 3015 Casitas Ave., Los Angeles 39, Cal.

Stained Glass
WINDOWS
Exquisite stained glass windows designed and executed to suit the architecture of your church. Prices vary according to the size and intricacy of detail.
Imported, antique glass and expert craftsmanship assure unsurpassed beauty. Send for your copy of our brochure, "Stained Glass."
We can also meet all your needs in church furnishings, including engrossed Books of Remembrance.



WHITEMORE ASSOCIATES, INC.
16 ASHBURTON PLACE, BOSTON, MASSACHUSETTS

MIDWEST
• FOLDING TABLES
• CADDIES
PROMPT DELIVERY
WRITE FOR CATALOG TODAY!
MIDWEST FOLDING PRODUCTS
DEPT. C-13, ROSELLE, ILLINOIS



EXTRA CASH FOR CHRISTIAN SALES WORK

MAKE MONEY easily and quickly—either spare or full time, selling Bibles, Testaments, books, Scripture mottoes, Sallman framed pictures, Scripture calendars and Bible verse greeting cards, stationery and novelties. High commission. Send today for free catalog and dealer's prices.

"THE ANGELUS" ART STUDIO

Department 210, Box 190, Auburn, Indiana

GOWNS PULPIT CHOIR

Satisfaction in Every Stitch since 1912

SUPERIOR WORKMANSHIP
QUALITY FABRICS
LASTING BEAUTY

Write for catalog D6

BENTLEY & SIMON
7 WEST 36 ST • NEW YORK 18, N.Y.



federal-census publications. Your local Council of Churches can tell you about churches which are already in your area or are planning to build in the vicinity.

From these many sources you will get an approximate idea of the present percentage of the population who are disposed to become members of your church. Likewise, you will have estimates of future growth.

Remember, however, that able leadership, a program which meets the religious needs of your area and a friendly attitude on the part of your membership will do much to capture the good will of your community. In fact, it might well tend to alter your statistical findings.

Leadership and Equipment

Are churches putting too much emphasis on equipment for Christian education, and not enough on leadership?

There is no substitute for well-trained and consecrated leadership. Far too many churches either fail to recognize this, or are unwilling to pay the price for recruiting and training capable leadership for their church school. Yet, important as good leadership is, we should also recognize the dynamic quality of the environment in which teaching is done. Small children, especially, are greatly influenced by their surroundings. Clean, cheerful rooms which are properly heated and lighted, which have good ventilation and soundproof partitions, and which are furnished and decorated simply but attractively, go a long way to predispose the students to enjoy their church experience and to join enthusiastically in the learning process. We need to emphasize as never before both the need to train the very finest leadership possible, and to give such leadership attractive and efficient equipment with which to further their ministry.

Building-Fund Campaign

Is it necessary to have building plans drawn before starting a building-fund campaign?

There is considerable difference of opinion here, even among professional fund-raising organizations. Most denominational and professional fund raisers are of the firm opinion that the building problem for which funds are needed should be solved and approved by the church as a necessary preliminary to a successful campaign. They believe that the surveys, the committee work, the discussions, study and planning which are incorporated in the architect's drawings—all go a long way to condition the church to contribute intelligently and generously. They also feel that if the church is properly organized and many people are put to work to study the problem, it tends to raise the expectancies, the quality of leadership and, subsequently, the actual contributions.

On the other hand, there are those who are convinced that differences of opinion often develop in the process of getting plans prepared and accepted by the church. Since they feel that this tends to lessen the financial enthusiasm of the congregation, they believe that funds should be raised first, and that plans

Egermeier's BIBLE STORY BOOK

AMERICA'S FAVORITE — Over 1 million sold. BIG — 234 stories, 608 pages.

COLORFUL — 36 colored pictures, plus 114 black and white.

READABLE — Language is simple, charming.

HELPFUL — Self-pronouncing, animated maps (lots more, including Questions and Answers, in styles "B" and "C").

SAFE — Endorsed by leaders of all denominations. Praised by parents and teachers.

TRUE TO THE BIBLE . . . IT'S THE FINEST

Style C—\$4.95 Style B—\$4.50 Style A—\$3.50



Warner Press

ANDERSON 1 INDIANA

Christmas Customs and Carols



Why not give this book of Carols as a Christmas gift?



This fascinating book contains valuable data on the origin and use of 43 Christmas customs and symbols! Complete words and music of 57 carols and songs. Handsomely bound in BLUE AND SILVER cover. 35c each, postpaid. ORDER NOW!

The Redeemer Hall-Mack Co.
105 W. 9 St. Winona Lake, Ind.

1151 East Hyde Park Blvd., Inglewood, California

COWMAN DEVOTIONAL PLACE MATS

in 3 Colorful Designs
4 OF EACH DESIGN IN EVERY . . . 59¢ package
order from your bookstore
COWMAN PUBLICATIONS, INC.
Los Angeles 27, California

No. 110
FREE SAMPLE
TO NEW CUSTOMERS

MONEY

for

CHURCH or CHARITY

GOTTSCHALK'S METAL SPONGES

METAL SPONGE
SALES CORP.

3650 No. 10th St.
Philadelphia 40, Pa.

DEPT. H

These famous household aids sell on sight for benefit of your organization. Gottschalk's Sponges are preferred for tough cleaning and scouring jobs, coast to coast. They save time, are harmless to hands, won't scratch polished surfaces. Special bronze and stainless steel types. Send for free sample and details of liberal cooperative plan.

should be prepared after the campaign is completed.

From reports which we receive, it appears that either procedure can be completely successful if it is directed by competent leadership and is backed up by a willing and united congregation. Someone has wisely said, "You never know what a church will do—but it is always better than you think."

Caretaker's Living Quarters

Do you recommend providing living quarters for the caretaker within the church building?

In most cases the caretaker should reside outside the church building. He deserves a respite from his arduous and often poorly compensated efforts. Problems involving taxes, sanitation codes, varying size of a caretaker's family, and the difficulties of getting a caretaker to vacate promptly should his services no longer be required, all have to be contended with if he resides within the church.

However, if a church is located in an area where modest rentals are unavailable, or in a new parish where the edifice is designed to provide temporary living quarters—which can be converted later to church uses as the parish grows—then a church may satisfactorily house its caretaker within the church building.

In downtown-city churches, where need for educational rooms has declined with the diminishing residential membership, caretakers' quarters have been satisfactorily obtained by remodeling unused rooms. But the best plan is to pay a caretaker adequately so that he may live in his own home away from the church.

The "Bawl Room"

Do you think that the room allocated to small children should be situated at the rear of the sanctuary?

I find that the so-called "bawl room" is now being omitted from most new church buildings. I don't think this room should be placed at the rear of the sanctuary. In fact, it is to the advantage of both the children and their parents that they have a special and more remote room, which should be equipped with all necessary sanitation facilities, and be kept hospital-clean. This room should be a particularly quiet one, as well as one in which the temperature can be carefully controlled. There should also be someone in charge who is fully competent to handle small children. Such an arrangement leaves the parents completely free to attend church school or the place of worship, and precludes the possibility of adult activities being disturbed by the youngsters.

A Brighter Basement

How can we make our dingy basement more attractive?

The average basement can be improved by installing a good asphalt-tile floor. Be sure to select only light colors, so that as much light as possible will be reflected. Ceilings should also be kept light-colored, and if a ceiling is rather low, the light



**GOOD NEWS TOO!...and
IT'S TRAVELING FAST**

See the NEW and Surprising

TABERNACLE HYMNS

NUMBER FIVE

Rush request for your free sample.
Use coupon below!

NO BOOK LIKE IT! NO BOOK

EQUAL in beautiful balance of stirring songs and favorite hymns. Years in the making, this new song book embodies the accumulated knowledge and unsurpassed musical resources of a great organization to which Tabernacle Hymns series has brought world-wide acclaim.

Musical experts, successful song leaders, choir singers and practical pastors and members of many churches who have examined this book and its contents unite in their testimony that it is the crowning glory of the Tabernacle series.

RICH IN WORSHIP HYMNS

Tabernacle Hymns Number Five yields nothing to its predecessors in evangelical leadership and zeal, but adds more hymns for worship services than any previous book of the Tabernacle series. Has 55 more musical numbers with 24 brand new songs, 5 numbers new to hymn books and one new arrangement.

FREE Sample Copy

USE
COUPON

Gentlemen: Please send free sample of the new and beautiful "Tabernacle Hymns Number Five" fresh from the bindery.

344-P4

Name _____

Address _____

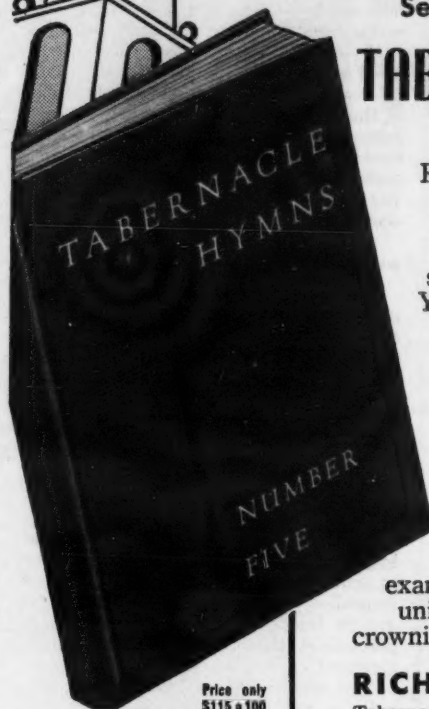
City _____ Zone _____ State _____

I am ☐ Pastor, ☐ Supt. or _____

Church and Denom. _____

Expect to buy new song books (Date) _____

Pastor _____ Address _____



Price only
\$115 a 100
not prepaid

CHECK THESE FEATURES

- A wealth of new material.
- Abundant scripture readings.
- Fully orchestrated—all instruments including accordion.
- Full topical index of hymns and readings.
- Two binding colors.
- Brings new riches to your ministry of music.
- Strong evangelical tone.
- New numbers—30 in all.
- More Hymns—of worship, praise and intercession.

TABERNACLE Publishing Company

344-P4 North Waller Avenue

Chicago 44, Illinois

GOWNS
 • Pulpit and Choir •
Headquarters for RELIGIOUS SUPPLIES
 Church Furniture • Stoles
 Embroideries • Vestments
 Hangings • Communion
 Sets • Altar Brass Goods
 CATALOG ON REQUEST
National CHURCH GOODS
 SUPPLY COMPANY
 821-22 ARCH STREET, PHILADELPHIA 7, PA.

FREE NEW CATALOG
With a Plan to RAISE MONEY
 Hundreds of stainless steel and other home work-savers. BIG DISCOUNTS to Church Groups with catalog & money-making PLAN.
 Dept. 33, C. C. Mfg. Co.
 4450 N. Ravenswood, Chicago 40, Ill.

CHURCHES, WOMEN'S CLUBS, SOCIETIES, ETC.

Earn \$500 CASH
 Plus 24 wood folding tables
 Your members simply sell advertising space on the tops of the tables to local merchants who gladly cooperate. Nine different plans (including \$250 cash and 24 tables) for cash and tables or chairs and tables. Remember, nothing to pay, not even freight charges. No risk. Write today for details about these plans.
F. W. MATHERS, Dept. C, Mt. Ephraim, N. J.

Brass Altar Ware
 CROSSES, VASES, CANDLESICKS, CANDELABRAS, MISSAL STANDS, OFFERING PLATES.
 • Write For Catalog
J. P. REDINGTON & CO.
 DEPT. 806 SCRANTON 2, PA.

Send your welcome far and wide

 with

"Carillonic Bells"

Cover your church community with vibrant, spirit-lifting carillon music. Churches everywhere find "Carillonic Bells" a valuable, economical, builder of spiritual interest.

The instrument requires no belfry—may be played manually or automatically—weighs very little, yet has the range and volume of many tons of cast bells. For details, write—

SCHULMERICH CARILLONS, INC.
 118A Carillon Hill, Sellersville, PA.

"Carillonic Bells" is a trademark for bell instruments of Schulmerich Carillons, Inc.

fixtures should be recessed so that they are flush with the ceiling surface.

Recently we visited a church where the architect had made extremely skillful use of plywood paneling, ceiling fixtures and floor lamps. He had used the paneling to cover a cheerless cement wall, and in a recessed picture window he had placed a lovely illuminated landscape scene. Opening directly off this room was a small but well-equipped kitchenette. What had been a dark and forbidding basement room had been transformed into a delightful living room where the church's young people now love to congregate for evening programs and social events.

If you want to improve your basement, clean it up and then let a professional decorator select colors and fabrics—which, in the interest of economy, can be installed with volunteer labor. The know-how and good taste of a professional decorator is usually worth what it costs.

If you make use of asphalt tile and polished wood paneling, you'll have to consider acoustics. The use of acoustical tile in the ceiling will be a big help. If you choose a white-surfaced perforated acoustical tile—made either of wood fibre, or of metal with sound-absorbent backing—you should achieve a very satisfactory acoustical effect.

Figuring Floor Space

How much floor space should we provide per pupil in our new Sunday-school building?

To answer the question adequately we would first have to know your teaching program. If you plan to minister to the children's human needs in terms that actually meet those needs, you will need more space, better equipment and greater teaching skill than if you merely limit your efforts to the conventional manner of imparting information. If you intend to give your pupils a laboratory experience in actual Christian living in a guided and controlled situation, you will need far greater freedom and variety in teaching procedures than have heretofore characterized church schools.

The smaller the children, the greater will be the floor space required. Pre-school children need at least thirty square feet each—with not more than fifteen children in any one room. Under a skilled leader, who has plenty of assistants, school-age children can be successfully handled in groups of thirty to a room. As the age scale increases, the space requirements decrease. Adults usually require no more than eight square feet per person.

Entering a Restricted Area

What can be done when property owners object to the building of a new church in a restricted housing area?

Steps should be taken well in advance of the erection of the building to establish good public relations with the property owners in the community. It would be well to indicate clearly the type of building to be erected, the kind of program to be promoted and the nature of the services that will be made available to both the children and adults of the community. Care should also be taken to indicate that

the erection of a church will not necessarily depreciate the value of adjacent properties. It has, in fact, been found that the building of an attractive church with well-landscaped grounds has often tended to sustain local property values.

Where the local ordinances require off-street parking, great care should be taken by the church to landscape its parking area so that it does not become an eyesore or an object of criticism from owners of near-by property.

Law courts are increasingly disposed to look upon a new church—designed in keeping with local ordinances—as having a thoroughly legitimate place in a residential community.

Painting Fibreboard

What kind of paint should we apply to the fibreboard paneling on the ceiling of our church?

To preserve as much as possible the acoustical value of the fibreboard and at the same time provide the needed decoration, we recommend a water-base paint of a color in keeping with the general decor of your building. The paint should be applied only heavily enough to cover unsightly blemishes.

Is Landscaping Worth While?

Do you consider that an expert landscaper is essential to the improvement of church property?

The Swedenborgian Church in San Francisco provides an excellent example of what can be done by a landscape architect to make a church building appealing. Here the landscape artist conveys a churchgoer from the cold harsh pavement of the street through a beautifully landscaped area as a preparation to entering the place of worship. Furthermore, this area provides an attractive meeting place for church members.

Shrubs and good landscaping also have an important value in that they tend to absorb the distracting noises from a heavily traveled street.

In some instances, flowering plants and shrubs can be cut to provide flowers to adorn classrooms and the place of worship. Contemporary architecture is making increasing use of shrubs and green growing plants also to decorate the interiors of buildings. This use of plants tends to soften the hard angular lines of the masonry.

A modest structure carefully placed on a well-landscaped lot is often more appealing than an ornate structure which lacks the benefit of an attractive setting.

Correspondence Invited

For help in other church building and remodeling problems, address:

**CHRISTIAN HERALD
 CHURCH BUILDING BUREAU**

27 EAST 39TH STREET, NEW YORK 16, N. Y.

To Secure More Economical Comfort

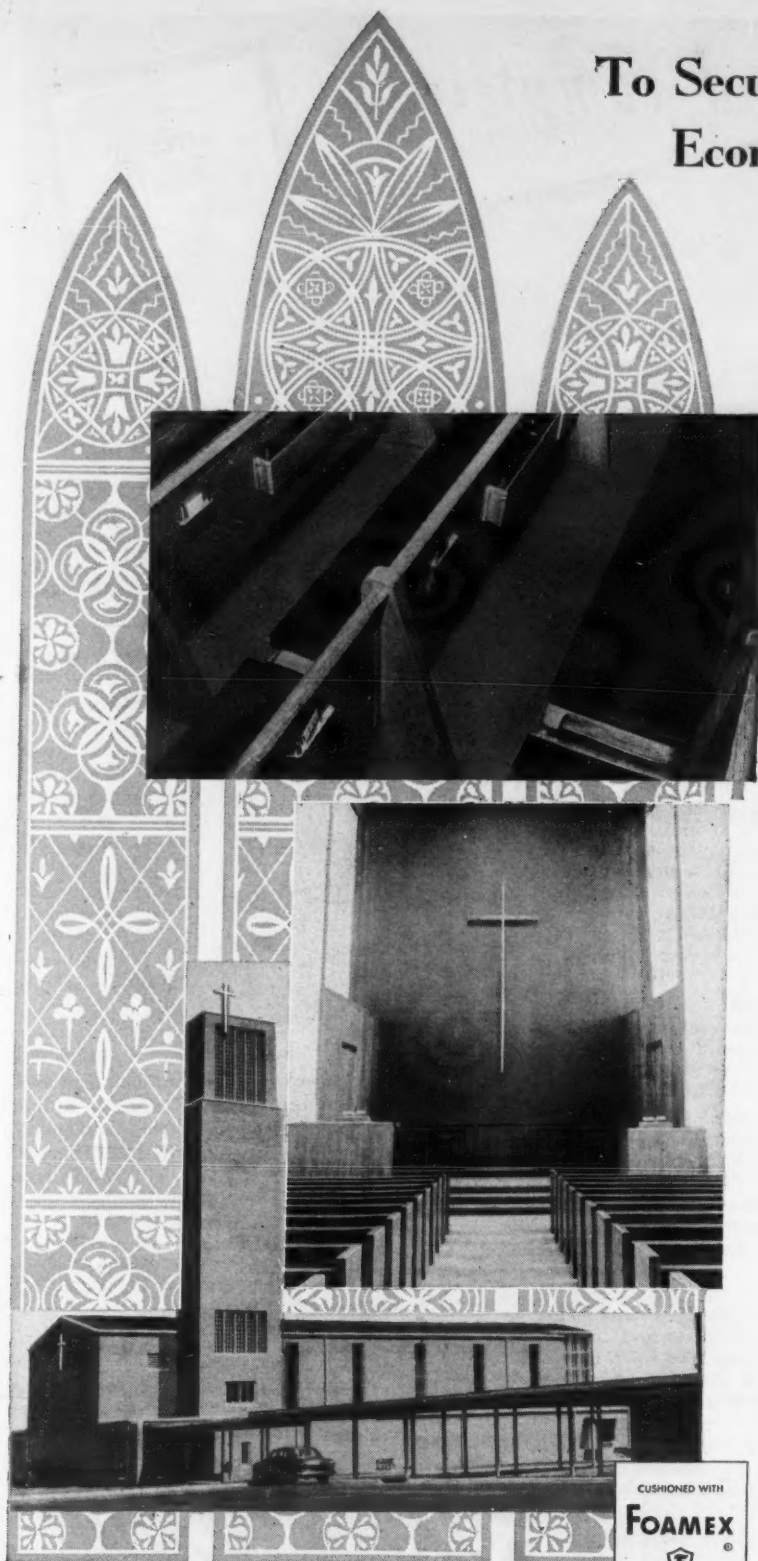
*The First Community Church,
Dallas, Texas
has chosen*

Firestone FOAMEX® Cushioning

Complementing its completely modern architecture with modern foresight, the First Community Church, Dallas, Texas has specified Firestone *Foamex* Pew Cushioning. For only *Foamex* meets every need of Church seating service...offers advantages unheard of in old fashioned cushioning:

- Just a few inches of *Foamex* assures soft, deep-down seating comfort!
- *Foamex* holds its shape indefinitely...never sags, lumps up or comes apart!
- *Foamex* cleans itself! Millions of tiny "breathing" air cells keep it dust-free, cool, sanitary!
- *Foamex* lasts for generations. Chances are, your *Foamex* cushioning will outlast the pews, themselves!

Whether you are installing seating in a new Church, replacing or re-upholstering existing units, get the most for your money...in comfort...in economy...by cushioning with Firestone *Foamex*! Ask your architect or Church seating supplier about *Foamex*. Or write Firestone, Akron, Ohio.



FOAMEX SUPPLIED BY AMERICAN FOAM RUBBER PRODUCTS CORPORATION,
DALLAS, TEXAS. PEWS AND CUSHIONS BY S-K FIXTURE AND CHURCH
FURNITURE COMPANY, JACKSONVILLE, TEXAS.



FOAMEX SALES OFFICES:

Fall River, Mass. • 28 W. End Ave. at 61st St., New York 23, N. Y. • 1620 So. 49th St., Philadelphia 43, Pa. • 1200 Firestone Pkwy., Akron 17, Ohio • 200 So. Missouri St., Indianapolis, Ind. • 26 E. 16th St., Chicago 16, Ill. • 4232 Forest Pk. Blvd., St. Louis 8, Mo. • 502 Exposition Ave., Dallas 1, Tex. • 2525 Firestone Blvd., Los Angeles, Cal. • 958 Harrison St., Seattle 9, Wash. • 4500 Brighton Blvd., Denver, Col. • Baum & Negley Sts., Pittsburgh 6, Pa. • 480 Lindbergh Dr., N.E., Atlanta, Ga.

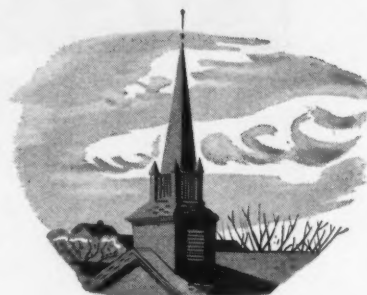
Yours FREE and complete!



The Churchman's Kit on Fund-Raising

Here is help you will welcome from America's most experienced specialists. It is yours without obligation. Send the coupon today.

1. **"Acres of Dollars."** This booklet by Lewis G. Wells, president of Wells Organizations, offers common-sense guidance on Budget Fund Raising which will enable you to make financial and spiritual gains in your church. Along with it is sent the "Twelve Definitions of a Token Gift," a listing which has aided many churches in solving a serious problem.
2. **"How to Start a Building Fund Program."** This 8-page booklet guides you from successful thinking and planning to successful achievement of your building fund goal. You learn today's concepts of donor psychology, and the plus values of a Wells insured canvass.
3. **"The Churches Answer Your Questions."** Pastors and lay leaders of all denominations—from large and small churches—in every part of the U.S. and Canada—tell you of the financial and spiritual benefits their churches have achieved through Wells help. You'll be interested in their "case histories," their answers to such pertinent questions as: How much more can we raise with Wells? Are Wells methods spiritually-based? Will the congregation accept the methods? What happens to congregational unity, attendance, participation?
4. **A free subscription to Wells Way.** Here's a bimonthly news magazine that's a *must* for all churchmen who want to keep up-to-date on fund raising for annual budgets as well as capital needs. You learn how other groups tackle problems similar to yours, you read success stories of churches like yours; you discover how to make your church stronger and more dynamic than ever before!



This complete Kit of information and help on Church Fund-Raising—Building and Budget—has been previewed by a number of ministers of different denominations. Every single one was impressed. Three of the comments we have room to quote:

"If I had had this information 10 years ago, I would have avoided 10 budget-raising headaches."

"What I have hoped and prayed for, I am convinced can be accomplished in my church."

"I have already received three issues of the magazine 'Wells Way.' It is excellent . . . inspirational . . . challenging."

Wells Organizations, CHURCH FUND-RAISING
Suite 1004—222 N. Wells St., Chicago 6, Ill.

Without obligation, please send me The Churchman's Kit on Fund-Raising

Name _____
Church _____
Address _____ Phone _____
City _____ State _____

THE *Wells Way*

A PROVEN WAY OF GIVING CHURCHES
A FINANCIAL AND SPIRITUAL LIFT

WELLS ORGANIZATIONS, 222 North Wells St., Chicago 6, Ill.
29 Regional Offices in the United States, Canada and Australia



Sunday School Lessons

By Amos John Traver

● Sunday, October 3

MAN'S STRUGGLE TO UNDERSTAND LIFE

JOB 1:1; 19:7-10; 23:3-10; JEREMIAH 29:13

FOR THE rest of the year our lessons will come from four Old Testament books of wisdom and worship—Job, Proverbs, Psalms and Ecclesiastes. We will discover that the basic problems of man have not changed. There are the same perplexities, the same vain efforts to solve the mysteries of life, and the same need for faith in God's justice and mercy. While the problems are the same and human nature has not changed, we do have Jesus Christ. He reveals the father heart of God. Through Him we can know God as the Old Testament worthies could never know Him.

The Book of Job is a great dramatic poem. It is hardly possible that it was written for the stage but, read or recited with feeling by prophet or scribe before a gathering of Hebrews, it would have been tremendously effective. Luther in his "Table Talks" says, "I hold the Book of Job to be real history; but that everything so happened and was so done I do not believe, but think that some ingenious, pious and learned man composed it." In Ezekiel 14:14 the prophet speaks of Noah, Daniel and Job. Surely there was a man named Job, known for his godly life, suffering great afflictions, yet holding fast to his faith in God. He seems to have lived the kind of life that we associate with the patriarchs, Abraham, Jacob, Moses and Joshua.

Uz, his home, cannot be exactly located. Probably it was near the border between Palestine and Arabia. Raiders often made forays through this area. The whole story has the earmarks of a sound historical foundation. Yet it is written by a poet, who without violence to the historic Job, has given us sublime truth as no mere factual historian could possibly write it.

Tradition assigned the authorship to Moses. In spite of good critical reasons for rejecting this tradition, it could have been written by someone of that period. The critics discount too much the resources in philosophical and theological thought of that age. However there is no loss to the book if we accept

the theory that it was written during the days of the captivities or after the return of Judah to Jerusalem. The argument is used that the story is a parable of the sufferings of the nation during the captivities. To me, Job presents an intensely personal problem. Why should a good man suffer? How often in years gone by I have stood by the bedside of good faithful Christians who asked, "Why did this happen to me? I have been faithful to my church, my family, my neighbors and my God."

Job is a good example of a righteous man's reaction to unmerited affliction. All through the Old Testament the Hebrews were dominated by the idea that God gave peace and prosperity to those who kept His laws. This idea of legal righteousness persisted up to Jesus' day. Our Lord emphasized obedience to God motivated by the love of God, rather than by any hope of reward. Considering the time in which he lived, Job cannot be expected to attain a New Testament standard in his affliction.

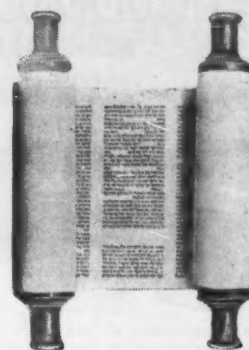
Job's so-called friends also accepted the current interpretation of affliction. Because Job was so greatly afflicted they insisted that he must be secretly a great sinner. They tried every argument they could devise to compel him to confess. Job was conscious of no special sin deserving such punishment. Indeed God testified to his character, "There is none like him in the earth, a perfect and an upright man, one that feareth God and escheweth evil." Job could not understand, but he would not yield to the insistence of his wife that "he curse God and die." He knew that life had meaning under God. Though he could not understand, he kept faith with God. Considering his lack of the Gospel, his faith was magnificent. Carlyle called the Book of Job "the grandest thing ever written with pen, a noble book." He was thinking in literary terms. But as a long step toward the Christian solution to the problem of evil, it belongs in the inspired Scriptures. Only when Job found God did he find the meaning of life.

Questions:

How far do we share the ancient attitude toward trouble? When trouble strikes, are we tempted to feel that God has let us

The Scroll of the Law

(Hebrew, Sefer Torah)
One-Third Actual Size



Miniature Scroll
A Beautiful
Jewish Antiquity

The Scroll is the most Sacred thing in the Jewish Synagogue. Christ read His introductory message from the scroll in the Synagogue

Every Bible Student ought to have one of these miniature scrolls.

OUR OFFER

We want you to read THE CHOSEN PEOPLE, considered by many Bible students the most helpful paper on prophecy and the Jew published in America. It gives you inspiring reports of the worldwide activities of the American Board of Missions to the Jews, Inc.

Also, we want you to read the life story of Ex-Rabbi Leopold Cohn, written by himself in a sixty-page booklet—one of the most thrilling stories you have ever read. Jews are really accepting the Lord Jesus Christ.

The price of the Scroll is \$1.50, and THE CHOSEN PEOPLE is \$1.00 a year (published Oct. through May). Mr. Cohn's autobiography is 50 cents. Send us \$2.00 and we will mail you ALL and enter your name for a year's subscription for THE CHOSEN PEOPLE; if not satisfied, we'll return your money without a question.

And may we remind you also of the continuous need of our Missionary undertakings? Our work merits your every confidence. It is a program of world-wide Gospel testimony to the Jews. Your fellowship in prayer and gift is always welcomed and appreciated. THE CHOSEN PEOPLE is of course sent to all contributors.

AMERICAN BOARD OF MISSIONS TO THE JEWS, INC.

236 W. 72nd St. Dept. 2, New York 23, N. Y.

I enclose \$2.00 for which please send me your Hebrew Miniature Scroll combination.

Use the enclosed \$.....for mission work among Jews.

Name.....

Address.....

City.....State.....

(Zone)

In Canada, 39 King William St., Hamilton, Ont.

Based on International Sunday School Lessons; International Bible Lessons for Christian Teaching; © International Council of Religious Education

SUNDAY SCHOOL TEACHERS

SAVE HOURS of preparation with **DAVID C. COOK** AGE-GRADED LESSON HELPS

Busy Sunday school teachers, who long for Bible lessons that are complete in every way yet are easy to prepare and understand, will find David C. Cook Bible teaching quarterlies a constant source of inspiration.

Filled with high aims and purposes to teach everyday Christian living as well as aid each teacher in sharing her deep religious experiences, every uniform topic is presented differently for each age group so all may understand, Beginners through Adults. Planned to fill a full class period, each Bible lesson is complete with lesson aims, attention aids, Scripture text, Bible story application, and group activity or discussion suggestions. Each Bible teaching plan tells exactly how to do it. What could be better than Christian teaching plans that utilize the best in methods yet save you, the teacher, hours of preparation time?

Mail coupon below AT ONCE and receive without cost current issues of these helpful quarterlies that are used and endorsed by thousands of teachers, pastors and leaders of every denomination.

DAVID C. COOK PUBLISHING COMPANY

800 LK N. Grove Ave., Elgin, Ill.

Please send me FREE samples of Complete Bible Teaching Plans for Department checked:

☐ Begin. ☐ Primary ☐ Jr. ☐ Jr. Highs
☐ Senior Highs ☐ Adult. (Depths.)

Name.....
Address.....
City.....State.....
☐ Please send new catalog.

HELP IS NEEDED



For destitute
Hebrew
Christian
Children
in Israel



Only by the support and contributions from ALL Christians can we maintain our established Missions in the United States, Europe and the Holy Land, and our

Unique ORPHANAGE in Haifa.

HELP US to carry on the work of CHRIST amongst these hungry and needy Christian children. WITH YOUR HELP they are being transformed out of misery into happiness and health — loving their Lord and Saviour.

Send Your Contributions To-day

Address all communications to:

The American European Bethel Mission, Inc.
252 N. Dillon St. Dept. HD Los Angeles 26, Calif.

This Mission for over half a century has been endorsed by renowned Christian leaders in the United States and Europe.

down? Read Hebrews 2:10. How does suffering "perfect us"? What limits does God set for our trials? (1 Corinthians 10:13)

• Sunday, October 10

GOD'S ANSWER TO MAN'S PERPLEXITY

JOB 38:1-7; 42:1-6, 10; PSALMS 46:10

THE phrase, "Job's comforters" has become proverbial to describe well-meaning friends who bring discomfort rather than comfort. They all had taken their turns at trying to break down Job's resistance to their insistence that he confess his secret sins. Now God takes Job in hand.

Job has already disproved Satan's cynical charge, "Does Job serve God for naught?" In spite of Job's loss of family goods and health, he still believed in God. But he had ventured to the very edge of irreverence in his rebellion against the way God rules the world. He needed to be reproved and restored. God showed Job (chapters 38, 39) how sinful it was to attempt a contention with Him. Then God takes up Job's charge that He does not rule the world with justice (chapters 40:6-41; 34).

God reminds Job of His greatness. Who is Job, a mere creature, to challenge the Creator? "Where were you," He asks ironically, "when I laid the foundations of the earth?" "How far have you traveled, Job, to discover the springs of the seas, or the abode of the dead?" God speaks of wind, rushing rivers, hail, tempests, dew, frost and ice. What does Job know of their source? Then God moves on to the world of animal life. The passage on the warhorse (Job 39:19-25) is one of the finest poems of all literature.

Job had demanded an explanation of God. God showed him that he had no right to demand anything. He filled Job's mind with pictures of His greatness, wisdom and mercy. In the end Job is ready to admit that he cannot contend with God. "I am too mean," he confesses, "what shall I answer thee? I lay my hand upon my mouth."

In the second part of God's address to Job, He takes up the charge that He does not rule the world with justice. In substance He says, "Come now, Job, you think I have made mistakes in ruling the world. You take over the management of the universe and show me what you would do." God reminds Job that His power has been used to keep the forces of evil in check. God introduces two of His animal creatures, the behemoth and leviathan. The former is usually identified with the water ox or hippopotamus and the latter with the crocodile. Could Job manage these monsters? It was just as absurd that Job could expect to manage the forces of evil in the world.

Job was left with his problem as

God ended His address. But it was no longer a problem. In Job's vision of the power and glory of God there was no room for speculations as to the cause of his afflictions. "I thoughtlessly confused the issues; I spoke without intelligence of wonders far beyond my ken," was Job's conclusion (Job 42:3, Moffatt). Job abhorred his former arrogance. Then God rebuked the "friends" who had so added to his afflictions and appointed Job as priest for their sacrifices of repentance. And, as in all good stories, in the end Job found himself blessed with more than he had lost.

Before Christ's revelation of the father heart of God, the Book of Job offers the best answer to the problem of affliction. There is little comfort in struggling to understand why we are called upon to suffer. Certainly there is no comfort in charging God with injustice. But surest comfort comes when we know God as the Father of our Lord and Saviour Jesus Christ.

Questions:

What can we know of God from His revelation in the natural world? Is it any comfort to say, "What shall be, shall be"? Are we to face trial as slaves or as sons? Can you quote comforting verses from the New Testament that would help bear affliction in faith? Here is one: II Corinthians 4:16-18.

• Sunday, October 17

WISDOM FOR DAILY LIVING

PROVERBS 3:1-6; 4:10-15, 18, 19

THE root meaning of the Hebrew word translated "proverb" is "to be like." It differs from "parable" because it tells no story to illustrate truth. A proverb is a brief, terse, memorable statement of truth. The Book of Proverbs is a collection of the wise sayings current among the Hebrews. No doubt many of the proverbs were Solomon's. But critics generally agree that Proverbs represents the wisdom of no one sage. In their present form they were probably gathered together in one book two or three centuries before the coming of Christ.

Such proverbs were used by teachers and parents to start young folks on the right path. Many of the Hebrew proverbs need the light of the gospel before they become safe guides for living. As in the Book of Job the Hebrew sages believed in rewards and punishments to enforce their maxims. Prosperity was the reward for right living. Suffering was the punishment for evil. All through the Old Testament this idea prevails.

We may credit the childhood of the race as the reason for such an emphasis on rewards. At least it was the period of growth for God's chosen people. Wise parents begin to discipline their

children on the basis of rewards and punishments. How happy they are when children outgrow them and obey out of love for their parents! Mature children no longer fear punishments but fear to hurt their parents. So with Israel. For long centuries the Hebrews were not ready for the gift of God's grace in Jesus Christ. They needed the commandments, not only as guides but as laws. Obedience was rewarded, disobedience punished.

With the coming of Christ the commandments were not revoked. There are still rewards and punishments under the law. But the heart of the Christian law is love. So Jesus summed up the commandments in the two commandments of love. All this is necessary in interpreting many of the proverbs. Salvation is not earned by righteous living. It is the gift of God, received by faith. On the higher plane of the love of God, Christians obey the law. Like Job they must learn to obey God for His sake, not for personal gain.

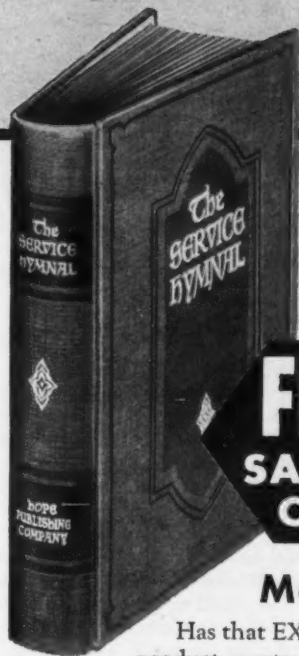
The emphasis all through the Proverbs is on faith and obedience to God. If only Solomon had lived by his proverbs his reign would not have ended in tragedy. Emphasis on God's active part in history, personal and national, is still needed.

A constantly recurring heresy is the philosophy of humanism. Human means man. We might call it man-ism. This places man's destiny in his own hands. It rules God out. We have seen the awful results of humanism. The two great world wars and the continual state of world crisis can be traced to the mistaken belief that man could build his own paradise. We thought that by invention and discovery we would make one world and spread to every people the fruits of gracious living. Man tapped the boundless resources of power in the universe and tamed them for his use. Education was the watchword of progress. But the world woke up disillusioned and almost despairing after it discovered that knowledge and power become destructive when in the control of evil men. Human nature is not to be trusted. It requires superhuman power to change a bad man into a good man. God cannot be counted on.

Recently the mood of the nation, and of much of the world, seems to have changed. Never have men been so eager to buy religious books, listen to religious programs over radio and TV, read magazine articles on religion, and attend church and church school. This is an era of church building. Millions of dollars are being given for church purposes. No, we are not in the millennium, but Christianity is considered relevant today by an ever larger proportion of the population.

Life is a pilgrimage. The writers of

DON'T MISS This "EXTRA-QUALITY" Hymnbook!



**FREE
SAMPLE
COPY**

The Service Hymnal

Mail coupon today and see how **QUALITY** rings and echoes from every page, every feature.

True to its name, "The SERVICE Hymnal" meets the demands of the hour with new, inspiring material for every use in all denominations. With this complete service book you need no other—3 books in one.

More For Your Money

Has that EXTRA value which distinguishes a superior product—extra songs, extra indexes, extra responsiveness, extra care and quality in workmanship and materials. And extra service in Gift or Memorial book plates, free "Finance Plans" and extra colored binding for "Home" copies at quantity rate.

Here is a hymnal your Church will be proud to use. And priced so you **SAVE!** Offers the unique advantages of tarnish-proof gold stamped, waterproof binding, lacquered for long wear, 510 musical numbers, 67 Scripture Readings. Price per 100 only \$125, not prepaid.

Mail Coupon Today ▶

Yes, send FREE sample of The Service Hymnal, as our church needs new books.

Name Please Print

Address

City Zone State

I am ☐ Pastor, ☐ Supt., ☐ or

Church and Denom.

Expect to buy new hymnals (date)

HOPE Publishing Co.

5705-P4 West Lake St., Chicago 44, Illinois

High School Course at Home Many Finish in 2 Years

Go as rapidly as your time and abilities permit. Equivalent to resident school work—prepares for college entrance exams. Standard U. S. texts supplied. Diploma awarded. Credit for H. S. subjects completed. Single subjects if desired. Ask for Free Bulletin.

American School, Dept. H725, Drexel at 58th, Chicago 37

EXTRA MONEY FOR YOUR TREASURY

Organizations have found RAINBOW DISH CLOTHS the quick friendly way to raise money. Thousands of satisfied customers. Write for MONEY-MAKING offer and FREE sample, giving name of society.

BRISKO CO. Shaftsbury 2, Vermont

The Sunday School Times gives you twelve unusual helps every week on the International Uniform Sunday School Lessons

"We have been readers of The Sunday School Times for sixteen years. We feel so grateful for your good, Scriptural paper that has helped us raise our family for the Lord."—Minnesota.

"The teaching-helps, the illustrations, poems, and so on, mean much to me. I have a large class of women in a country Sunday school."—Pennsylvania.

Subscription rates: Single subscription, \$3.00 a year. In clubs of five or more, \$2.50 each per year (in U. S. dollars). In Canada: add 25c for postage.

Special Introductory Offer: 18 weeks for \$1.00. (In Canada, \$1.10.)

THE SUNDAY SCHOOL TIMES CO., Box 177H

Philadelphia 5, Pa.

Make MONEY for your Church Group

Your Church Organization can solve all its fund raising problems selling Sunshine's beautiful sell-on-sight quality Christmas Cards.

SUNSHINE'S FUND RAISING PLAN has worked successfully for thousands of groups just like yours. No risk or investment is required. Sunshine provides FREE INCENTIVE AWARDS to best salespeople in your group.

Scripture Text Christmas Cards

Sunshine's Silent Night Scripture Text Assortment, lithographed in glorious full color



on fine paper. Each card features appropriate quotation from the Scriptures.

MANY OTHER Quality Sunshine Christmas Box Assortments. Also Gift Wraps, Gift Items, Stationery, Everyday and other money-making fast sellers.

Write for Details TODAY—Send No Money

SUNSHINE ART STUDIOS, INC., Dept. CH-10

Springfield 1, Mass. • Pasadena 3, Calif.

(If you live east of the Rockies, write to Springfield office.)

OLD BIBLES REBOUND

A price binding and style to meet every need. Write for illustrated folder, prices. Internationally known specialists.

Nichols Ave.
Greenwood, Miss.

HOW I MADE \$75 in SPARE TIME
AMAZING EASY MONEY with Fast-Selling Christmas Cards

Make \$50 . . . \$75 . . . \$100 & More.
Gorgeous 21 for \$1 Christmas cards sell like hot cakes to friends, co-workers, etc. No experience! No investment. You make up to 50c profit per box! Also name imprinted cards. Samples on approval. Act now!

MERIT, Dept. 506 378 Platt St., Newark 2, N. J.

Play before You Pay!

WITH OUR 5 DAY FREE TRIAL OFFER

ACCORDIONS FAMOUS ITALIAN MAKES

Available to students, teachers, Christian workers and missionaries at

AMAZING DISCOUNTS

Write for FREE Illustrated Catalog. Satisfaction guaranteed or money back!

PLEASE SEND FREE DETAILS

Name _____
Address _____
City _____ Zone _____ State _____

ACCORDION MANUFACTURERS & WHOLESALE OUTLET
2003 West Chicago Ave., Dept. M3 Chicago 22, Ill.

Proverbs believed it was a pilgrimage under God. By faith alone could man find his way to the Holy City. Without the light of revelation man was lost. Above the confused noises of the world must be heard the voice of God. To forget God meant disaster. To obey God meant the highest wisdom in living. It is still just as true.

Questions:

Proverbs are "old fashioned." Do we need to return to old fashioned virtues? List some of them. What is good and what might be bad about the proverb, "Honesty is the best policy"? What is the difference between knowledge and wisdom?

• Sunday, October 24

MAKING HOME LIFE SUCCESSFUL

PROVERBS 4:1-4; 6:20-23;
19:13, 14; 31:10-12

IF SOLOMON is the author of Proverbs he did not practice what he preached. The downfall of Solomon was not due to ignorance. He began his reign on the right note. His choice of wisdom among the gifts God offered promised a glorious reign (1 Kings 3:3-14). Yet his own home life was a tragedy. Yielding to the customs of Oriental monarchs, he used marriage to cement alliances with heathen empires. He permitted his queens to continue their idol worship; indeed he built shrines for them and worshiped with them. When he died he did not have one son worthy to lead the kingdom of God's chosen people.

Most of us know what is right. We can tell others what they should do. Someone has said that we do not lack ability but "awillity." Solomon knew what kind of home he should have. He knew what a good father ought to be to his children. No doubt he used many of the Proverbs in public announcements to his people and perhaps in private admonition to his children.

Juvenile delinquency is one of the most troublesome social problems. Some of our judges are placing the penalty on the parents when their children get into trouble. The parents are not always at fault. But more often the judges are right. Parents do not take seriously their responsibility. They want to "have a good time" just as they did before children came. So children are subjected to baby sitters, or given some money and sent to the movies, while the parents gad. How selfish to place our enjoyments above the good of our children!

On the other hand we may love our children unwisely. I have known parents who had to work very hard for what they have and declare that their children should have all the luxuries they had never had. We can be too indulgent with our children. Children who always have their own way and

INVISIBLE REWEAVING Make Big Money at Home!

BEFORE **AFTER**

WOMEN (AND MEN, TOO) FIND FINANCIAL SECURITY—AT HOME!
The demand is endless. Laundries, cleaners, tailors, department stores, homes—everybody needs professional reweaving service sooner or later. And skilled craftsmen are scarce! Learn to make cuts, moth holes, burns, tears DISAPPEAR from coats, suits, dresses, all fabrics almost like magic!...AND EARN UP TO \$10 IN AN HOUR AT HOME!

The ORIGINAL, Complete Professional Course . . .
You need no special education, experience or ability. Age doesn't matter. Learn all the secrets of this fascinating profession in a few short weeks—start earning at once!

FREE GET THRILLING DETAILS NOW!
Make no mistake! This is a complete, professional course . . . with professional equipment, written by experts. Not a gadget. Not a condensed, unsatisfactory short-cut. FABRICON offers the ORIGINAL home-study course . . . first, best, most-complete in the field. It prepares you for professional work . . . and for professional earnings! Write TODAY for complete details FREE!

FABRICON CO., Dept. 1810
8342 S. Prairie Av., Chicago 19, Ill.

MEN!
Invisible Reweaving offers as much promise for profit to men . . . as it does to women. A great number of our successful students are men. Men can learn to do the work as well and as quickly as women. Actually, Invisible Reweaving is the perfect "team" business—for man and wife . . . or even the entire family! Write!

Adorable Swinging Imp Planter

Complete with LOVELY FLOWER GARDEN

ALL FOR ONLY 50¢



Bargain! To Get New Customers! This devilishly cute and colorfully decorated enchanting Imp sits on a swing and ACTUALLY ROCKS back and forth on the rustic tree trunk. Richly hand-decorated ceramic, in the legendary colors of field and forest. Twin lovebirds attractively adorn top of swing. Adds a gay note to your end table, mantel, knick-knack shelf, etc. You'll cherish it for years.

Miracle Plants Included
Produce a lovely indoor flower garden, quickly and easily. Simply add water. You'll enjoy a gorgeous display of Asters, Petunias, Marigolds, Zinnias, etc. Satisfaction guaranteed or money back. Not more than 2 to each customer. Add 1¢ to each Imp Planter ordered for postage and handling. No C. O. D.'s.

Doobs Products Co., 900 W. Lake, Dept. 40 Chicago 7, Ill.

Don't Neglect Slipping FALSE TEETH

Do false teeth drop, slip or wobble when you talk, eat, laugh or sneeze? Don't be annoyed and embarrassed by such handicaps. FASTEETH, an alkaline (non-acid) powder to sprinkle on your plates, keeps false teeth more firmly set. Gives confident feeling of security and added comfort. No gummy, gooeey, pasty taste or feeling. Get FASTEETH today at any drug counter.

DESTROY UNWANTED HAIR FOREVER
Temporary relief is NOT enough

Only by KILLING THE HAIR ROOT can you be sure UNWANTED HAIR IS GONE FOREVER. Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the MAHLER METHOD safely and efficiently. Used successfully over fifty years.

SEND 5¢ TODAY FOR BOOKLET NEW BEAUTY FOR YOU

MAHLER'S, INC. Dept. 4-N PROVIDENCE 15, R. I.

RUPTURED?

Get Relief This Proven Way

Why try to worry along with trusses that gouge your flesh—press heavily on hips and spine—enlarge opening—fail to hold rupture? You need the Cluthe. No leg-straps or cutting belts. Automatic adjustable pad holds at real opening—follows every body movement with instant increased support in case of strain. Cannot slip whether at work or play. Light. Waterproof. Can be worn in bath. Send for amazing FREE book, "Advice To Ruptured," and details of liberal truthful 60-day trial offer. Also endorsements from grateful users in your neighborhood. Write:

CLUTHE SONS Dept. 99 Bloomfield, New Jersey

get everything they want become "spoiled brats." When they come to visit us with their parents we set away our breakable keepsakes and put the antique chairs in the attic. I have sat nervously, my palms itching, while a child was allowed by her parents to climb over the furniture like a monkey in a tree without a word of reproof.

By God's grace many of the children of unwise parents turn out well. Somehow they grow up into likable, useful citizens. But many more lose their way in life. Children from divided homes are to be pitied. But children from homes that seem quite normal also get into trouble. It is good that increasing attention is being given by churches and by the community to education for marriage and parenthood. A Roman poet wrote, "The greatest possible reverence is due to a child." If we understand that word "reverence" the saying is true. It does not mean to worship blindly. It means to respect the child's possibilities, and to help the child prepare to realize them.

The best insurance for good children is a Christian home. There love rules. There parents are unselfish, each concerned with the happiness of the other. Parents pray together, read God's Word together, go to church and church school together, and demonstrate that Jesus Christ "is a living bright reality." Out of such a setting good children have the best chance for fulfilling God's purpose in their lives.

Questions:

What kind of home life did the boy Solomon have? Did he get good advice from his father David? Did his father set before him God's purpose in his life? (1 Chronicles 28:9, 10) Where did David fail Solomon? What is your church doing to help parents "train up their children in the way they should go"?

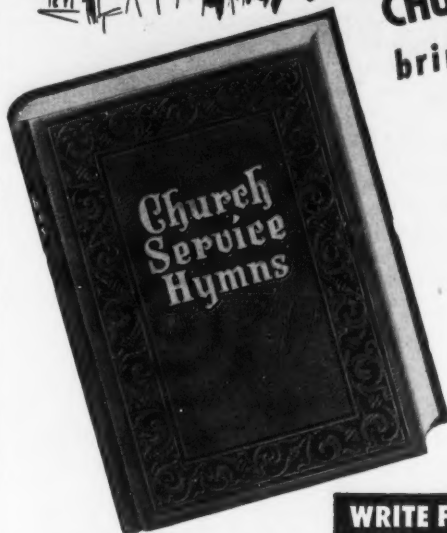
• Sunday, October 31

THE DIGNITY OF WORK

PROVERBS 6:6-11; 18:9; 22:29; 24:30-34

SLUGGARD is an interesting word. Its origin is uncertain but probably Scandinavian. Gardeners know best the meaning of "slug." These are little animals much like snails without a shell. They move slowly, are most often seen at night and they like the dark and dampness. They often damage plants by sucking the sap from them. Lift a board that lies on damp ground and you may find slugs at rest. So far as I can discover they are, like flies and mosquitos, useless pests. They take from nature and give nothing in return. Proverbs of all national sources warn against the sin of sluggishness. Hebrew proverbs are particularly hard on sluggards. The references for our lesson are clear, and still relevant today.

Another word used to describe the



YES...
CHURCH SERVICE HYMNS
bring people to church

Hymns . . . like sermons and prayers . . . add to the blessed experience of worship. When congregations sing their favorite sacred songs, the service means much more to them. This brings them to church regularly. **CHURCH SERVICE HYMNS** includes every one of the nation's 27 best loved gospel songs and hymns—as listed by the Christian Herald magazine survey. These are the hymns people want to hear and sing.

Only \$1.45 postpaid. Only \$120 a hundred, not postpaid.

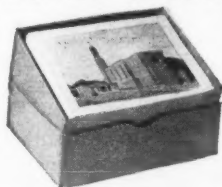
**R O D E H E A V E R
H A L L - M A C K C O .**

105 Ninth St., Winona Lake, Ind.
Branch: 1151 E. Hyde Park Blvd.
Inglewood, California

WRITE FOR FREE EXAMINATION COPY

Name _____ Title _____
Address _____
City _____ Zone _____ State _____
Name of Church _____
Song books now used _____
We will need new books about _____

Raise Money Easily and With Dignity



CORRESPONDENCE NOTES and ENVELOPES

Boxed—24 sheets and 24 envelopes. Each sheet has a photograph of **YOUR CHURCH**.

Very easily sold for \$1.00 per box. Here is a way to make money for your church group - easily and with dignity.

This item is a good seller the year round.

DEPT CH

Samples and prices on request.

SPALDING PUBLISHERS 754 E. 74th STREET
CHICAGO 19, ILLINOIS

LAW FREE BOOK



Write today for FREE book, "THE LAW-TRAINED MAN," which shows how to learn law in spare time through the famous Blackstone home-study course in business and professional law. All instruction material furnished including big 16-volume law library. Bachelor of Laws (LL.B.) degree awarded. Moderate cost; easy terms. Write today.

Blackstone School of Law,
Founded 1890

225 North Michigan Ave.
Dept. 217, Chicago 1, Ill.

BARGAINS IN BOOKS

Save money on latest best-sellers of all publishers. Also old-time favorites. New 60th annual catalog lists 23,000 books on Fiction, Reference, Juvenile, History, Religion, Science, Child Guidance, etc. Send post card today for FREE copy of 1955 catalog. "Bargains in Books"

FREE
128-page
CATALOG

THE BOOK SUPPLY COMPANY, Dept. 36
564-566 West Monroe St., Chicago 6, Ill.

See Advertisement on Third Cover

• FREE BOOKLET •

Mail coupon today for valuable FREE booklet that tells how to help your child grow up happy, normal and well adjusted.

Miss Thelma Garst, Childcraft, Dept. 390, P. O. Box 3565, Chicago 54, Illinois

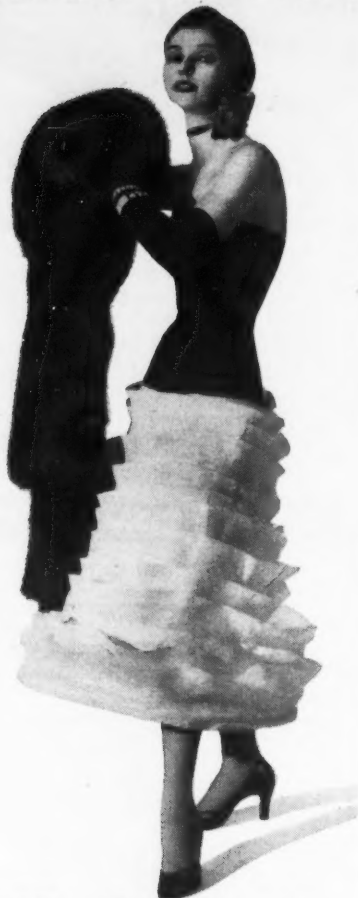
Name

Address

City State

My children's ages are

My Constipation worries are over!



Milk of Magnesia provides better relief—more complete relief

than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves both conditions. Two to four tablespoonfuls taken at bedtime work *leisurely*—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.



The convenient 4-ounce size... 28¢
The economical 12-ounce size... 55¢
The money-saving 26-ounce size... 85¢
Also available in tablet form 30 tablets... 28¢

sluggard is slothful. The sloth is also an animal that moves slowly. Proverbs 18:9 emphasizes the sinfulness of slothfulness. It is a passive sin, a sin of omission. It is hard for us to realize that our greatest temptations are in this area. A lazy man, asleep when he should be working, is not actively sinful. He simply does nothing when there is work to do.

Sluggards rob God. It is God's plan that man should be the instrument of progress. Just as our Lord intrusted His disciples with the task of witnessing to the world, so in creation God intrusted man with the task of conquering the universe for the good of all. God set his laws to govern the universe. He gave man brains and brawn to discover and use these laws. He hid in the earth the raw materials out of which man could build machines to serve humanity. On the surface of the earth He planted the seeds that man could cultivate for food, clothing and shelter. All the tremendous powers recently discovered in this atomic age are subject to His laws and are intended for the good of His children. To do nothing about them is to fail God just as truly as to misuse them for cruel and selfish purposes.

The parable in Proverbs 24:30-34 reminds us of Jesus' parable of the soils in Matthew 13:1-9. Uncultivated soil raises weeds to choke out useful plants. Idleness robs God of work He has a right to expect, but it also encourages sinful habits. "Satan always finds work for idle hands or minds to do." But when we are busy at useful tasks there is little room for sinful thoughts.

This is Reformation Day, widely celebrated in Protestant churches. Martin Luther was no sluggard. While he was still under the delusion that he could earn his own salvation, he put everything he had into monastic self-denials. When he discovered the truth—that we are justified by faith alone—he spent countless hours in study and proclamation of the truth. When he was compelled by his friends to go into hiding in the Wartburg Castle, he spent his time translating the Bible and writing commentaries and tracts. Like Paul, Luther was energetic when he was misled before his conversion and just as energetic for the right after he found the light. John Wesley could speak for Luther and for every man who has done great things for God when he said, "I have come to the conclusion that leisure and I must part company for ever."

Questions:

In our machine age there is more leisure time. How should the church help solve the problems of leisure? What do you think of hobbies as a solution for leisure time? Do we waste time when we take vacations, or rest, or are such periods needed?

FALSE TEETH?



THIS WEARER SAYS:

"I tell everybody about ORA. It's amazing how quickly stains and dirt come off and how white the teeth become." Mrs. A. C. Wheaton, Rochester, N. Y.

NO MORE BRUSHING! Just place your denture in amazing ORA Denture Cleanser solution. Easy, quick. Denture is sparkling clean in 15 minutes! ORA is guaranteed not to harm dentures. Removes tobacco stains. Less than 1¢ a day. All druggists.

DENTISTS PRAISE ORA! 80% of dentists in a broad survey said ORA is the finest product of its kind.

A product of McKESSON & ROBBINS, INCORPORATED

STOP TOBACCO



Banish the craving for tobacco as thousands have with Tobacco Redeemer. Write Today for free booklet telling of injurious effect of tobacco and of a treatment which has relieved over 300,000 people.

In Business Since 1909
THE NEWELL COMPANY
139 Clayton St., St. Louis 5, Mo.

FREE BOOK

ITCH STOPPED IN A JIFFY or money back

Very first use of soothing, cooling liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing, other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask druggist for D.D.D. PRESCRIPTION.

FREE FOR ASTHMA

If you suffer with attacks of Asthma and choke and gasp for breath, if restful sleep is difficult because of the struggle to breathe, don't fail to send at once to the Frontier Asthma Company for a FREE trial of the FRONTIER ASTHMA MEDICINE, a preparation for temporary symptomatic relief of paroxysms of Bronchial Asthma. No matter where you live or whether you have faith in any medicine under the sun, send today for this free trial. It will cost you nothing. FRONTIER ASTHMA CO. 600-W FRONTIER BLDG. 462 NIAGARA ST. BUFFALO 1, N. Y.

Here's The Way To Curb A Rupture

Successful Home Method That Anyone Can Use on Any Reducible Rupture, Large or Small

Costs Nothing To Find Out

Thousands of ruptured men will rejoice to know that the full plan so successfully used by Capt. W. A. Collings for his double rupture from which he suffered so long will be sent free to all who write for it.

Merely send your name and address to Capt. W. A. Collings, Inc., Box 703 M. Watertown, N. Y. It won't cost you a cent to find out and you may bless the day you sent for it. Hundreds have already reported satisfactory results following this free offer. Send right away—NOW—before you put down this paper.

CHOOSE A CAREER AS AN INFANT NURSE

GOOD PAY, BIG DEMAND FIELD
Over 1,250,000 more births in U.S. each year than 10 years ago. Help fill this growing demand for nurses in this pleasant, well-paid work. Prepare at home in spare time. Classes supervised by REGISTERED NURSES. Simplified, practical course; modern methods. High School diploma not needed. Write now for FREE booklet of sample lesson pages. No obligation. Waynes School of Practical Nursing 2525 Sheffield, Dept. H-27 CHICAGO 14, ILL.



FREE Book! Lesson Pages



Advice

Dinner Guest: "These biscuits are as hard as rocks."

Second Dinner Guest: "Didn't you hear the hostess tell you to, 'Take your pick?'"

Specific

Mother: "Be sure to wash your arms before you put on a clean shirt."

Jack: "Shall I wash them for long or short sleeves?" —Builders

Lucky

First Camper: "I do all the cooking and baking for you fellows, and what do I get? Nothing!"

Second Camper: "You're lucky. We get indigestion." —Builders

Sure to Follow

Ranch Hand: "Why are you wearing only one spur?"

Dude: "Because I figured if I could get one side of the horse going, then the other side would have to come along, too."

Well Worded

Horace: "He made an unusually good after-dinner speech."

Rachel: "What did he say?"

Horace: "He said, 'Waiter, give me the check.'"

Cross Purposes

Dorothy, learning to dress herself, tearfully approached her mother: "I can't fasten my dress, Mama. The buttons are all in the back, and I'm in the front."

Expensive

An out-of-towner stayed at a famous New York hotel without first inquiring the room rate. On leaving he gazed thoughtfully at the bill.

"Hasn't everything been satisfactory?" asked the cashier.

"Everything has been fine," said the out-of-towner, "but I notice you have a sign in your rooms which reads, 'Have you left anything?' It would be more appropriate if that read, 'Have you anything left?'" —The Lookout

Held by a Pitcher

Phil: "Why is a baseball game like a buckwheat cake?"

Jill: "I don't know."

Phil: "Because its success depends on the batter."

MAKE EXTRA MONEY!

actual size



Sell New Crop Shelled Pecans

PERFECT

for holiday entertaining & baking

PERFECT HALVES or BROKEN PIECES
PACKAGED IN 1 LB. CELLO BAGS IN CASES OF 24-48-96

Special Wholesale Prices
to Church, Civic and Service Groups
EASY TO SELL... EASY TO HANDLE

— Also —

DELICIOUS HOMEMADE PECAN PRALINES
PECAN ROLLS -- PECAN STUFFED DATES
IMMEDIATE DELIVERY VIA R. R. EXPRESS!

Write for Prices on Complete List of Pecans and Pecan Candies

ATKINSON'S PECAN PRODUCTS

GARFIELD, GEORGIA

For Full Particulars About

HARPER'S BIBLE DICTIONARY

see inside front cover

of this issue of the Christian Herald.

HARPER & BROS., NEW YORK 16

KEEP CHRIST IN CHRISTMAS GREETING CARDS

Sell the "Sunshine Line" leader in religious greetings. The demand is big. Profits are big. Beautifully designed folders with dignified and meaningful sentiments. Many assortments. All fast sellers. Write for samples on approval.

TRIUMPHANT ART PUBLISHERS, Dept. 701
Anderson, Indiana or San Jose, California

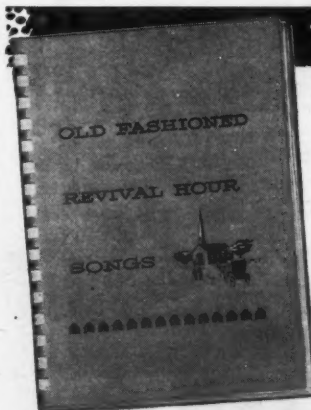


SENSATIONAL KNIFE SHARPENER

Makes Knives RAZOR-SHARP
in 30 Seconds or CASH REFUND!
Now Sharpen all your knives,
scissors, axes, lawn mowers,
garden tools in a flash! This new combination sharpener and glass cutter is clearly marked
with correct cutting angle for each tool. **\$1.00**

SEND 10c for postage handling.

Scarsdale PRODUCTS, Dept. 1, Scarsdale, N. Y.



Now you can join in song...

... as the choir and congregation of the **Old Fashioned Revival Hour** broadcast raise their voices. Increase your enjoyment and blessings. This new book, compiled by Dr. Charles E. Fuller and H. Leland Green, contains words and music to 129 favorite songs you hear each week on their program.

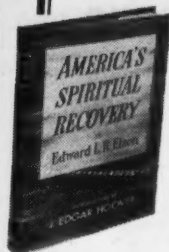
Special feature ... 11 beautiful pictures that bring Dr. Fuller and his entire group right into your home. See your beloved radio friends and sing with them.

Get your copy today ... 136 pages, two-color paper cover, Perma-Plastic binding. Buy at your local music or Book and Bible store, or **ORDER DIRECT, 65c postpaid.**

RODEHEAVER HALL-MACK CO.

105 Ninth Street • Winona Lake Indiana
West Branch: 1151 E. Hyde Pk. Blvd., Ingleswood, Cal.

From the Nation's Capital
EDWARD L. R. ELSON heralds



AMERICA'S SPIRITUAL RECOVERY

Introduction by J. EDGAR HOOVER

As pastor to President Eisenhower and other top government officials, Dr. Elson takes a searching look at the spiritual "state of the nation." He sees us beginning an urgently needed spiritual awakening. Says J. Edgar Hoover in his Introduction to this challenging book, "Dr. Elson makes a real contribution because he speaks from a . . . deep awareness of Christian values in our national life." \$2.50
at your bookstore

a Revell publication

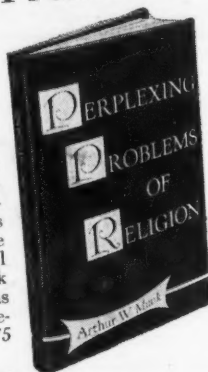
Hira Lal of India: Diamond Precious

By Leta May Brown. From the fascinating incidents surrounding his birth, to his fulfillment in God's service as a doctor of the body and the soul, the story of Dr. Hira Lal is set on a stage of mission work in Munongeli, India. Here is a man who is typical of Indian Christians who have found their effectiveness as the friends and co-workers of foreign missionaries. It helps chronicle an epoch of missionary endeavor and illustrates an inspiring spiritual achievement. \$3.00

At Your Bookstore or THE BETHANY PRESS St. Louis 3, Mo.

Perplexing Problems of Religion

By Arthur W. Munk. Some of the most satisfying answers to great questions of life. Has science made God unnecessary? Are all religions equal? Why does evil exist? Is there another life? For all who seek to think through their problems in quest of a more adequate faith. \$2.75



Sermons for Heart and Hearth

WHO SHALL BE GOD?

by Alvin N. Rogness

Penetrating messages that find us where we live . . . unsettling our complacency . . . helping us to face our problems, inadequacies, and false ideas, then pointing us to God's answers. Picturesque in language, fresh in thought, leading the soul to a new awareness of God.

Sermons correspond to the church calendar.

Dept. CH

At Bookstores or

\$2.50

AUGSBURG PUBLISHING HOUSE

426 So. Fifth St. Minneapolis 15, Minnesota

THE New Books

Reviewed by
DANIEL A. POLING

RED CARPET FOR MAMIE, by Alden Hatch (Holt, 277 pp., \$3.50).

When President Eisenhower, right after taking the official Oath of Office, impulsively stepped away from the rostrum to plant a kiss on Mamie's flushed cheek, then returned to make his first public utterance a prayer for divine guidance, those two acts, completely spontaneous and without precedent, told us Americans a lot about Ike we never knew before.

But somehow they told us even more about Mamie. The kiss gave us a quick flash into the strong and tender love she had inspired. The prayer acknowledged the powerful spiritual influence she has exerted on him through the years.

Among those who know the present First Lady best, none is better equipped to write this warm-hearted biography than Alden Hatch. A longtime personal friend of the Eisenhowers, Mr. Hatch perhaps has gathered more interesting memorabilia on this famous pair than any other writer. In "Red Carpet for Mamie" he manages to give us a choice selection of that material. Mr. Hatch has a knowing way with anecdote, and fills his book with a fund of illuminating little stories and interchanges that liven his portrait as well as impart warmth to the main characters.

Reading "Red Carpet," I found myself swept along, unable to put the book down. For Mamie charms you in print even as she is said to charm one in person. Between these covers you meet her, as intimately as in your own living room. Neither idealized nor glamorized, Mamie Eisenhower here is presented as credible and as human as the neighbor next door. You see and hear and feel her gaiety, her humility, her unshakable courage, her faith in her man, and her deep-running religious faith implanted by generations of staunch Presbyterian ancestors.

Quite a person! And this is quite a book. Don't miss it!

BLOW THE WIND SOUTHERLY, by D. E. Stevenson (Rinehart, 320 pp., \$3).

To any lover of good reading these days, the business of book-combing can be one of the most maddening—and one of the most exciting—pastimes known to man.

Sometimes when the dog-days are upon us, and we're poring through stacks and stacks of books fresh from the publishers' presses in the forlorn hope of finding just one piece of fiction that can qualify both as "clean" and as "literature," and we're

just about to give up in disgust—then something happens! We come upon a book as delightful and as beautifully written as "Blow the Wind Southerly." And our spirits are restored.

Here is a story, written by an author as seasoned in craftsmanship as she is in sensitive ideals, that has just about everything. It has a lovely heroine of high character and shy charm. It has a plot that deals with deeply human problems like yours and mine, all of which have their solutions wrought by the virtues of staunch courage and indomitable faith. Its setting is in the lovely Scottish lowland country of proud and independent people. And, as a bonus, it has a love story that melts the heart with tenderness and beauty.

We recommend that you read it, and restore your faith in human beings—and in modern literature!

GOLDEN MOMENTS OF RELIGIOUS INSPIRATION, *A Treasury of Faith from the Christian Herald*, edited by Ruth M. Elmquist with introduction by Daniel A. Poling (McGraw-Hill, 303 pp., \$3.75).

Among the books prized by every discriminating reader are anthologies—those volumes which condense the distilled wisdom and art of an author or authors into one handy volume. Some anthologies are good; some fail to live up to the promises printed on their jackets.

Here is one that lives up to promise-plus. Into this volume, the editor of the Family Bookshelf (to whose keen literary judgment we owe so many of this book club's fine selections) has gathered the choicest collection of inspirational material I have ever seen put between two covers. With singular insight and taste, Ruth Elmquist has gone through the literary groves of two generations and gathered here "the finest of the fruit."

This is a book not for the shelf but for the living room table, the kitchen nook, the bedside stand. For it's a book alive—in the sense of offering living truth for people who want to live at their best.

THE FALL OF A TITAN, by Igor Gouzenko, translated from the Russian by Mervyn Black (Norton, 629 pp., \$4.50).

The Russian spy, who "told all" in Canada and who was responsible for starting the chain reaction that sent the Rosenbergs to the electric chair, has written a novel. It is a tremendous story. It has limitations but they are tremendous. Soviet hate, intrigue, incredible cruelty, slavery, dishonor—all are gathered together and poured out in a vitriolic flood across these pages. The novel is as ruthless as Communism itself. Here is a man who chose freedom and, in doing so, put the democratic world in his debt. It should be added, however, that Democracy is paying him well for his contributions to its security.

PSYCHOLOGY, RELIGION AND HEALING, by Leslie D. Weatherhead (Abingdon, 543 pp., \$5).

This is the authoritative volume in the broad field of healing through psychology and religion. It is scientific, historical and

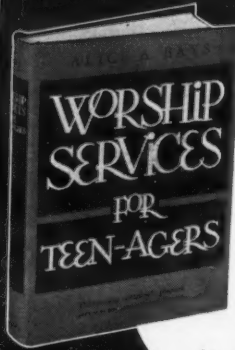
Have we changed religion into something old and prim and joyless?

A distinguished American poetess writes with deep and startling wisdom about how we have debased God's law into a narrow set of prohibitions instead of accepting it as a positive command to joyous life. Her heartening and inspiring interpretation of the Ten Commandments shows why they are still applicable today, and how they can be followed as a fearless way of life in the great Christian tradition.

\$2.50 at all bookstores, THE WESTMINSTER PRESS, Phila. 7

Smoke on the Mountain
By JOY DAVIDMAN

37 completely planned services for courageous living



By ALICE A. BAYS
WORSHIP SERVICES for TEEN-AGERS

Built around inspiring stories of both famous and little-known people—complete with hymns, scripture, poems, and prayers—these 37 services deal understandingly with youth's deepest needs. For intermediates, seniors, and older youth.

PUBLISHED OCTOBER 11.

\$3

At All Bookstores ABINGDON PRESS

The only
American
Bible



The Bible translated by Americans into the American language you use every day.
\$4.50 at all bookstores

THE SMITH-GOODSPEED COMPLETE BIBLE
[INCLUDING THE APOCRYPHA]

Other Smith-Goodspeed Bibles available.

Write for a free brochure describing the complete selection.

THE UNIVERSITY OF CHICAGO PRESS, 5750 Ellis Avenue, Chicago 37, Ill.



Christmas ideals

- Enjoy again the Christmas poems that you have known and loved.
- Sing the carols of Christmas that you cherish.
- Thrill to the exquisite beauty of the full color art reproductions—beautiful enough to frame.
- Delight in the artistic presentation of old-fashioned Christmas ideals, thoughts, homey philosophy, articles, neighborliness, and inspiration.

"The most wholesome and beautiful Christmas book published in America Today!"



104 pages...\$1.25
8 1/2 by 11 inches

IDEALS PUBLISHING CO.
Dept. 5
MILWAUKEE 1, WISCONSIN

religious. Just about everything appears on these pages—the miracles of Christ, hypnotism, the pilgrimages to Lourdes, healing missions, the psychologies of Freud, Adler and Jung. The author examines the methods of healing through mind and spirit and the practices of primitive men on through all methods used today. He faces squarely the question: "Is religion essential?" And also: "Is psychology necessary to religious methods of healing?" He believes and proves, I think, that each is essential to the other. There is an immense amount of background information with guidance for pastors, counselors and doctors. The chapter on "Conclusions and Signposts" is particularly effective and one of the appendices, "A Detailed Case of Alleged Healing through Worship," is profoundly moving.

OLIVE PELL BIBLE—Condensed from The King James Version (Crown Publishers, Inc., 392 pp., \$1).

The "Olive Pell Bible" is a reverent work of fine and consecrated scholarship. The King James Version has not been tampered with—not one word has been changed, nor is there a single word of personal opinion, explanation or comment added. What appears between these backs is the achievement of twelve purposeful years.

The total Bible text is condensed to one-fifth, but there remains always those passages that offer "the greatest consolation and healing to the distressed of body and soul."

Particularly timely is the "Olive Pell Bible" in its appeal to youth, but its uniqueness is unquestionably for all ages to enjoy and cherish.

GROUP ACTIVITIES FOR CHURCH WOMEN, by Jane Kirk (Harper, 245 pp., \$3).

A pattern book in the field of community service for the women of our churches, this volume is practical right down to the grass roots. It tells you what to do and how. It gives programs both inside and out, with a special emphasis upon and attention to special occasions. The title describes the book itself.

THE GREAT SALVATION, by P. H. Welshimer (Standard Publishing Co., 128 pp., \$2).

The pastor of the largest church of his brotherhood in the world, which has the largest Sunday school among all these churches and one of the largest in the world, gives us in this volume 16 of his significant and typical evangelistic sermons. For fifty-two years this man has been the pastor of one church, and for at least half of these years he has been recognized as the First Citizen of his city. He is one of the most vital personalities I have known. This little volume is worthy of your reading.

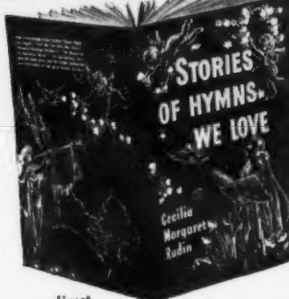
THE LIFE WE PRIZE, by Elton Trueblood (Harper, 218 pp., \$1.49).

This volume is positive—not what is wrong with America but what is right with America. The priceless thing that we have to sell is not an automatic washer and we

Stories of Hymns We Love

September, 1954 issue of CHRISTIAN HERALD said of this book: "Many of the behind-the-scenes accounts of the writing of hymns are inspiring and may well be used in the family worship session. An effective procedure to follow is the reading of a story followed by the playing and singing of the hymn."

More Stories—Spans 400 Years
Delights young and old. Keep a supply for gifts. Richly bound in two colors, only \$1.25 plus 10c mailing.



by
Cecilia M.
Rudin, M. A.

This beautiful volume covers 400 years of beloved hymns and songs, CHRONOLOGICALLY arranged. A book to Own, Enjoy and Give.

Order TODAY through your bookstore or direct.
JOHN RUDIN & COMPANY INC. Publishers of THE BOOK OF LIFE 1018 S. Wabash Ave. Dept. CH Chicago 5

TWO COMPANION BOOKS TO THE BIBLE

Halley's Pocket Bible Handbook

19th Edition, 150 Photos and Maps. Size 4x6 1/4 x 1 1/4 in. Highly commended by leading Magazines and Ministers. "Most effective aid to Bible Reading and Study that I have ever known." Dr. Daniel A. Poling

AN ABBREVIATED BIBLE COMMENTARY: with notes on every book. In the Bible, Archaeological Discoveries, How We Got the Bible, and an Epitome of Church History.

There is nothing published, of its size, that has anything like as much practical Bible information. **Book of a Lifetime...FOR a Lifetime**

Loved alike by Young and Old
Especially valuable for S S Teachers and Bible Students. Widely used in Colleges and Seminaries.
768 Pages Cloth Bound \$2.00
(Full particulars sent on request)

Order from your Book Store, or H. H. Halley

Best Bible Verses

Second Edition Compiled by HENRY H. HALLEY
Author of "Pocket Bible Handbook"

In Two Parts:
Part I: Verses from Each Book of the Bible
Part II: Verses Grouped under Various Topics
Most Precious Words in human language.
Sweetest Words ever heard by mortal ears.
Best Loved Words of the Best Loved Book in all the world.
God's Own Words. Beautiful Words. Sublime Words. Wonderful Words. Heavenly Words. Words of Life. Words of Power. Timeless. Eternal. Words we Read, and Re-Read, and Never Tired of Reading. All Grouped together in this little book, for convenient use.

Beautifully Printed on Fine Quality Thin Bible Paper
648 Pages Cloth Bound \$2.00
Box 774 • Chicago 90, Illinois

do not live and die for TV sets. "The most precious and coveted article that we have to sell is our creed"—right there is the heart of this tremendously significant and timely volume. On these pages faith comes alive and is a bugle of the forward march of freedom.

GUIDE TO COMMUNITY ACTION, by Mark S. Matthews (Harper & Bros., 434 pp., \$4).

Modestly the publishers present this volume as "A sourcebook for citizen volunteers." It is just that and much more. Here is the finest documentation that I have yet found of agencies and activities covering both the domestic and international scene. Nothing seems to be omitted, from the bibliography and index to programs for just about every sort of organization. Also there is an inspirational quality about the volume that makes you want to go out and do it! Every volunteer worker in the community field and every individual who should volunteer needs this book.

THE UNFAITHFUL, by Ewald Mand Muhlenberg Press, 292 pp. \$3.75).

This novel is the dramatic and poignant story of the faithful love of Amos for an unfaithful wife. True in spirit to the Bible record, it is nevertheless a vivid, dynamic and heart-tearing novel. There is a haunting compulsion about the book that makes it difficult for you to lay it aside until you have read it through.

IF YOU MARRY OUTSIDE YOUR FAITH—COUNSEL ON MIXED MARRIAGES, by James A. Pike (Harper, 191 pp., \$2.50).

This is a provocative volume in a field of intense controversy. In antithesis to the Roman Catholic viewpoint, the author has presented what Protestants generally will accept as basic in the field of birth control. There will be differences of opinion at other points but I have yet to find another book equally timely and helpful in its field. Every preacher should have it.

THE DARKNESS, by Evan John (Putnam's Sons, 247 pp., \$3.50).

This novel, written in unusual form, is the story of an execution in Jerusalem—the Crucifixion of Jesus Christ. The dialogue is used to very good advantage. The chief characters are Pontius Pilate and his wife; Herod, Tetrarch of Galilee, and his very "unpleasant spouse," Herodias. Nicodemus fills many pages with his correspondence. Here is a really remarkable story—dramatic and profoundly religious.

THE PRAYER OF THE CHURCH UNIVERSAL, by Marc Boegner (Abingdon, 128 pp., \$1.75).

Between these backs are meditations on the Lord's Prayer, written by the co-president of the World Council of Churches who, for thirty-five years, was the beloved pastor of a great congregation in Paris. As a leader—and perhaps the leader—of the Protestant minority in Europe, he speaks out of his heart to his fellow Christians in these disturbed times.

TWO NEW WORSHIP PROGRAM BOOKS



52 PRIMARY WORSHIP PROGRAMS
Big, 286-page book provides a different program for each week of the year, and a different theme for each month. Each program includes an object lesson, a Bible lesson, a modern story, call to worship and offertory prayer.
No. 2871.....\$2.75

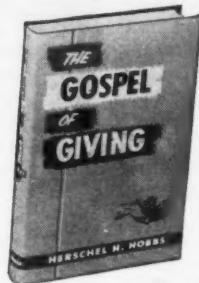
A YEAR OF YOUTH PROGRAMS AND ACTIVITIES

A useful book of programs for general Sunday evening meetings. Includes programs for special occasions, such as Easter, Christmas, Bible Week, etc. Pageants, worship, inspiration, hymn study, breakfast club, and television programs, etc. Convenient perforated pages.
No. 3374.....\$2.95

At Your Bookstore or

THE STANDARD PUBLISHING CO. 20 E. Central Parkway, Cincinnati 10, Ohio

New Ideas, Fresh Illustrations, Help in Preaching Stewardship



THE GOSPEL OF GIVING

by Herschel H. Hobbs

Dr. Hobbs, pastor of the First Baptist Church, Oklahoma City, Okla., shows in ten sermons how the Gospel is a gospel of giving. Love of the Lord, not hope of material reward, is the true basis of stewardship, which Dr. Hobbs defines as "the surrender of the strong hold of covetousness in man's will."

The final chapter, "Now Therefore Perform," gives concrete suggestions for putting into practice the ideal of stewardship in the local church.

\$2.25 at all bookstores

Broadman Press

127 Ninth Avenue, North
Nashville 3, Tennessee

TRAVELING TOWARD SUNRISE

BY MRS. CHARLES E. COWMAN

This veteran missionary and world traveler now gives her devoted public a true companion to her earlier masterpiece, *Streams in the Desert*. *Traveling Toward Sunrise*, newest and best of her contributions to the devotional field, contains a year of daily meditations which impart spiritual strength, serenity and nobleness of purpose. Let your life be spirit-filled with the aid of this daily manna of God's love and grace. 365 daily devotional capsules of spiritual revival power, fruit of a long victorious Christian life.
\$2.50

By the same author

STREAMS IN THE DESERT, famous companion book of Daily Devotional Readings \$2.25

MOUNTAIN TRAILWAYS FOR YOUTH, a daily devotional book for young Christians \$2.00

Order today from your Christian Bookstore

COWMAN PUBLICATIONS, INC. • Los Angeles 27, Calif.



DIRECT TO YOU FROM
SOLINGEN, GERMANY

FAMOUS

KORIUM

STEEL

"Black Forest"
HUNTING
KNIFE

Here
Again!
3.95

Now available again — the famous "BLACK FOREST" Hunting Knife made in Solingen, Germany of Super-fine KORIUM steel. A new shipment has arrived at last. The rugged beauty of this superb knife won recognition thruout Europe. Its utility and value as an aid in hunting and fishing have made it a prime favorite in America too. Its blade is actually sharp enough to shave with; the genuine leather scabbard is metal-tipped. It will stand up under the most rugged treatment. Length: 10 INCHES. The tough, sturdy SOLINGEN Steel assures you years of dependable service. The sleek, graceful lines of this new German import also provide an ideal rec room or den decoration. A dandy gift for sportsmen, veterans. Please rush your orders as imports are limited. The low 3.95 price (postpaid) for BOTH Knife and Scabbard means you'll have to act fast. Get yours today direct from the exclusive importer:

THORESEN'S, Dept. 127-L-80
352 Fourth Avenue, New York 10, N. Y.



Try
This...

Make this simple test: Lather as usual. Then run the blade over skin lightly. Feel your skin—just like shaving with your favorite razor!

THORESEN'S, Dept. 127-L-80,
352 Fourth Ave., New York 10, N. Y.
Please RUSH Black Forest Hunting Knife and genuine leather scabbard on 5 Day Trial. If I am not delighted with this remarkable hunting & fishing aid, I will return it in 5 days for FULL REFUND.

- ☐ 3.95 enclosed. Send prepaid.
- ☐ Send C.O.D. plus charges.

NAME.....

ADDRESS.....

CITY.....ZONE.....

STATE.....

(CANADIANS: Send orders direct to THORESEN CO., Dept. 127-L-80, 45 St. James St., West, Montreal 1, P.Q.)

THE BLIND CAN LEAD THE BLIND

(Continued from page 28)

qualified sightless persons how to sell various kinds of policies. Three years ago through the California Department of Rehabilitation he found three sightless men whom they believed might prove suited to his courses.

He rented an office in Los Angeles and met his students there.

"I had a deliberate purpose in mind in doing that," he explained. "One of the first lessons which they must learn is to find their way around. It isn't only a matter of teaching them how to sell insurance. They've also got to learn how to eat, how to dress, how to organize their bureau drawers so that they won't pick up a green tie to go with a blue suit."

He added, "I'm not an evangelist, of course. But somehow or other I've got to help those men become intensely aware of God. If they will confidently put their hand in His, God will lead them."

Most of Tom's students are older than he, but he still regards them as his boys. He has trained eleven men in three years' time. Two of them were unable to make the adjustments necessary to get started in business. Five established their own agencies. Four are salesmen working for others. A new class got under way the first of January, 1954.

However, Tom has in mind a more ambitious program still. This fall he hopes to open the doors to a Business Training Institute for the Blind.

"It won't be an ivory-towered campus," he explains. "It probably will be just an office suite on the second floor of some building in Van Nuys. The fellows who enroll will have to get here under their own steam. It is vital to their training that we duplicate average conditions they face."

"But why should you do it, Tom?" someone asked him. "Or why don't you let those fellows find their way into business in the same way that you did? You got started by yourself."

Tom shook his head. "Oh, no, I didn't," he said. "Nobody does. I've got a wonderful mother. She helped me develop self-confidence. She encouraged me to try out my talents. And two men, Karl Buswell and Max Koffman, helped me along."

Mr. Koffman is a leading business man in Beverly Hills, a trustee in the Community Presbyterian Church. And the late Karl Buswell was until the war minister of this same church and Tom's pastor during his high school days until he went into the chaplaincy. He was killed while on active duty as a chaplain in the Pacific.

"Every time I needed advice or guidance, they stood by," Tom said.

"I had to stub my toes every so often and when I did I could go to them and they'd straighten me out. As I look back now, it seems to me that whenever I needed help God had someone picked out to give me a lift."

I stopped in at Costa Mesa, a sea-side town between Los Angeles and San Diego, to see Robert Mennes, one of Tom's pupils. Bob was a boatbuilder before he lost his sight.

Now he has his own insurance business, is a leader in his church and the community, although he, too, is just past thirty.

"I wasted three years," he said. "I tried to make cocoa mats but it was no good. They wouldn't let me enroll in college. About all I could do was to sit and twiddle my thumbs and draw state aid. Now Lucy and I are on our own. I don't know what I'd have done if it hadn't been for Tom Hawthorne."

Tom was married late in January. He made all the arrangements for airplane tickets to Baja, California, for his honeymoon, picked the ring, attended to all the details himself.

But Barbara, his wife, a merry brown-eyed girl who had been a supervisor in the Los Angeles County Bureau of Public Assistance and had become attracted to Tom, laughed when she said, "It was a very short honeymoon. Tom was so concerned about his new class that he couldn't stay away more than ten days."

"Don't you believe her," Tom interrupted. "She wouldn't let me stay away longer than that. If I'd ever be tempted to let those fellows down she'd check me up sharp."

TOGETHER they have set their ambitions on the school. "We've got to get it under way," Tom asserted. "State rehabilitation directors from Wisconsin, Illinois, Iowa, Minnesota and Michigan would like to send us students. There are so many other fields of service which need to be opened up to the sightless too—tax counseling, personnel direction, business management. Hundreds are waiting for a chance to train themselves to do a useful job in a sighted world."

And Bob Mennes is quick to voice the same sentiment.

"I know that God directed my footsteps to Tom Hawthorne," he said. "Before Tom took me in hand I had reached the end of my rope. He brought me back to faith in God, then inspired me to have faith in myself. Now I have a home of my own and Lucy and I have found a place in our church and community. Now I want to live."

THE END

BRIGADOON,
in color and
CinemaScope.



*M-G-M presents in CinemaScope
"Brigadoon" starring Gene Kelly
Van Johnson • Cyd Charisse with
Elaine Stewart • Barry Jones
Albert Sharpe • Screen Play, Book and
Lyrics by Allan Jay Lerner • Music by
Frederick Loewe • Color by Ansco
Directed by Vincente Minnelli
Produced by Arthur Freed
An M-G-M Picture

"BRIGADOON" has been selected for
the Christian-Herald award. M-G-M is proud and gratified
to acknowledge the honor. And with an equal sense
of pride, M-G-M presents three distinguished films,
each with its fine cast, as the noteworthy entertainment
events of the coming year!

Coming from M-G-M...

"BEAU BRUMMELL"
in Color
Stewart Granger
Elizabeth Taylor
Peter Ustinov
Robert Morley

"THE LAST TIME I SAW PARIS"
Color by Technicolor
Elizabeth Taylor
Van Johnson
Walter Pidgeon
Donna Reed

"DEEP IN MY HEART"
in Color
Jose Ferrer • Merle Oberon
Helen Traubel • Doe Avedon
Walter Pidgeon • Paul Henreid
Tamara Toumananova
and Guest Stars

"Brigadoon"

AS AN enchanting musical fantasy, "Brigadoon" is literally and figuratively "out of this world." After years as a stage success in New York and London, MGM brings it to the CinemaScope screen as a delightfully heart-warming play of young love in a make-believe land.

Two young Americans, Tommy Albright and Jeff Douglas, having lost their way while hunting in the Scottish Highlands, suddenly find themselves in the charming village of Brigadoon. Although mystified by the fact that the village is not to be found on any map, they happily join in the festivities of the villagers who are preparing for a marriage celebration. In mingling with their new friends, Tommy meets and promptly falls in love with beautiful Fiona Campbell. Asked to serve as marriage witnesses, Tommy and Jeff accompany Fiona to the cottage where the betrothed couple are to sign the bride's family Bible. To their astonishment, the two Americans observe that the wedding is recorded under the date of May 24, 1754. When they ask Fiona to explain the mystery, she takes them to the village "Dominie"—the only man who is permitted to relate the strange story of Brigadoon. He tells them that exactly 200 years ago to the day, a devoted minister prayed that his beloved parish might be saved from the wickedness of the world. The answer to his prayer was that Brigadoon was to materialize for only one day in every century. And this is that day! It proves to be an eventful one, culminating in a wedding ceremony in which the clans gather among the rocky crags and swell the air with the sound of bagpipes and rolling drums.

Although Fiona and Tommy are now deeply in love, they realize that he must either leave and forget Brigadoon forever, or stay and forsake the real world. Reluctantly Tommy agrees to return with Jeff to his own world, and after a sad parting with Fiona, he and Jeff return to New York. Although he tries to take up his old life again, Tommy finds that he cannot forget Fiona, and he hurriedly returns to Scotland. And so the story ends as it begins, in the soft mists of the Highlands, where Tommy finds Fiona waiting for him, and the smiling Dominie welcoming him with the words, "When ye love someone deeply, anything is possible."

Excellentlly directed and acted, with splendid choreography and musical score, this film has the charm of a delightfully told fairy tale. In Ansco Color. **Family**



Two Americans hear the story of a Scottish village, Brigadoon, which escapes the wickedness of the world by coming to life for only one day each century.

OTHER CURRENT FILMS

Audience Suitability Ratings:

A—Adults; Y—Young People;
F—Family

EDITOR'S NOTE: Except where so stated, these reviews are not to be construed as endorsements, either of specific films or of movie-going in general. They are for the guidance of readers who attend motion pictures, not inducements to those who do not. The "suitability" classification, moreover, is no guarantee the film is flawless; it is merely a guide.

Films starred (★) are of exceptional merit.

(★) **THE LITTLE KIDNAPPERS** (*J. Arthur Rank - United Artists release*). A dramatic character study of two young Scottish-Canadian boys who are left orphans when their father is killed in the Boer war. Sent to live with their father's parents on a Nova Scotian farm, they find their grandfather is a stern and embittered patriarch who resents his neighbors and dominates his household. In this forbidding atmosphere the affection-starved youngsters are delighted when they discover an abandoned baby, whom they adopt and secretly care for—until they learn that the infant has been reported as kidnapped. This crisis, however, by changing bitterness to understanding, eventually serves to solve the young boys' problems. Splendid acting is combined with strong realism to make this an outstanding film. **F**

(★) AIDA (*I. F. E. Releasing Corp.*). This magnificent rendition of Verdi's famous opera, presented by the distinguished impresario, S. Hurok, holds all the opera lover could wish for—singing by famous

Italian artists whose voices are perfectly synchronized with the acting of an excellent cast; exquisite dancing by the Rome Opera Company Corps de Ballet; flawless accompaniment by the Italian State Radio Orchestra. In Ferrania Color. A. Y.

(★) **BROKEN LANCE** (20th Century-Fox). A grimly powerful western, in which the characters are men of violence and raw emotions. A self-made, ruthless cattle baron finds that his greatest enemies are his three sons, who have come to hate him for his calloused domination of his family. Only a fourth son, born of an Indian wife, understands his father, and struggles to save him from the vengeance of his other sons. Depicting the disintegration of a family, this is not a cheerful story, yet its masterful acting and dramatic impact make it a superbly compelling film. CinemaScope and De Luxe Color. **A, Y**

(★) UGETSU (*Daiei Film Production - Harrison and Davidson release*). In this exquisitely beautiful Japanese film, which combines fact and fancy with great artistry, there is the haunting flavor of a legendary folk tale. Based on some classic stories of the 18th century, the film depicts an ageless problem—the struggle for power through war by a select social class, and the desire for peace and better living by the greater mass of the people. Unusual photography, which deepens the moods of mystery and unreality, helps to make this a film of stature. **A. older Y**

HER TWELVE MEN (MGM). A semi-serious comedy in which an attractive young widow becomes a teacher in an exclusive boys' school. This film treats of the problem-boy who is packed off to school to be reared by experts so that his parents will be relieved of the responsibility. The manner in which the understanding young teacher helps the boys to overcome their personal problems—and thus wins their love and respect—is both

Film Ratings by the
**PROTESTANT
MOTION PICTURE
COUNCIL**

provocative and touching. A reluctant romance, dragged in by the heels, does not detract from the film's overall merit. Technicolor. **F**

REAR WINDOW (Paramount). In this suspenseful murder mystery a news photographer, confined with a broken leg to a wheelchair, observes events from his apartment window which lead him to believe that a neighbor has murdered and dismembered his wife. In a series of tense developments, the photographer, with the aid of his fiancée and his nurse, sets out to prove to a detective friend that his suspicions are solidly founded. A splendid cast, under the direction of Alfred Hitchcock—known for his murder thrillers—makes this film sparkle with excitement and intrigue. Technicolor. **A, older Y**

THE LITTLEST OUTLAW (Walt Disney). The theme of a child's love for an animal is stirring developed in this adventure story which has been filmed in Mexico. Full of movement and gaiety, the film is an exciting account of a boy who runs away with a horse to save him from abuse, and then returns the animal to its owner after a series of narrow brushes with danger. Technicolor. **F**

HOBSON'S CHOICE (London Films - United Artists release). This British comedy, laid in the 19th century, concerns a Lancashire bootmaker and his three daughters, the eldest of which marries her father's "mousy" apprentice. Charles Laughton achieves another dramatic triumph as the pompous father who, believing himself the master of his little world, awakens to find that the mouse has become a man and has set up a rival establishment. Acting is superb throughout, and the humor is always zestful. **A, Y**

A BULLET IS WAITING (Columbia). An adventure story of two men who, as survivors of a plane crash, become unwelcome guests at a remote western sheep ranch which is run by an ex-college professor and his daughter. One of the survivors is a sheriff, the other is his youthful prisoner. A love affair between the daughter and the young man, the unexpected return to the ranch of the father, and the intent of the sadistic sheriff to kill his prisoner under the excuse of preventing his escape—all keep this film at a high emotional pitch. Technicolor. **A, older Y**

THE BLACK SHIELD OF FALWORTH (Universal). A mediocre tale of heroic deeds, romance and treachery in the days of British knighthood. When a villainous nobleman kills a fellow knight and appropriates his lands, the murdered man's son rises to avenge his father's death, restore his family's honor and win the fair lady. A pedestrian story whose moldy theme is only slightly enlivened by jousts and hand-to-hand combats. CinemaScope and Technicolor. **F**

EDGE OF DIVORCE (Kingsley International Pictures release). An engrossing family drama in which the problem of divorce is carefully examined. Without taking into full consideration what the effect might be on their children, two par-

ents decide to separate. It is the children themselves, however, who finally prevail on their parents to take the right course. Intelligently written and acted, the film poses a number of serious questions on one of our most critical social problems. **A, Y**

VALLEY OF THE KINGS (MGM). The adventure story of an archeological expedition which sets out among the Pyramids of Egypt's Valley of the Kings to find scientific substantiation of Joseph's journey into that land. Although there is the customary love affair, the dramatic impact is provided by two contending groups—one intent on looting the tombs of their treasures, and the other which has come only to find knowledge. Technicolor. **A, Y**

MALTA STORY (J. Arthur Rank - United Artists release). A feeble story of Britain's little Mediterranean island which, during World War II, took a fearful plastering from the Luftwaffe in their attempt to clear the supply lines to Rommel in Africa. Although actual combat scenes have been inserted into this picture, little else has. As a belated tribute to the bravery of Malta's inhabitants, this film proves to be little more than a dull love story. **A, Y**

KING RICHARD AND THE CRUSADERS (Warners). Based on "The Talisman" by Sir Walter Scott, this story has traveled too long and too far to stand comparison with its original. While some of its characters are in the historical picture of the Third Crusade in the 12th century, the plot is more concerned with the romance of an impulsive Scot and a Plantagenet princess than with the success of the expedition. There is some moderately lively fighting and riding, but for the most part the loosely connected events merely pile up into an overburdened yarn. CinemaScope and WarnerColor. **A, Y**

LIVING IT UP (Paramount). This Lewis-Martin farce concerns a man who, supposedly dying from radiation poisoning, is brought to New York for a last carefree fling at life. The alleged comic situations are uninventive, and the humor is unsuccessful. The one entertaining spot is an unconcerned hound-dog who wisely walks through the proceedings with utter disdain. **A**

NAKED ALIBI (Universal). A vicious crime story of a police detective out to get his man. **A**

SUSAN SLEPT HERE (RKO). Improbable story, in questionable taste, about the involvements of a screen writer and a girl "delinquent." **A**

RING OF FEAR (Warners). Horror, suspense, murder, sadism, wild animals and Mickey Spillane packed into a raving melodrama. **Objectionable**

THE DIAMOND WIZARD (Gibraltar Films Ltd. - United Artists release). A dull melodrama in which a U. S. Treasury agent collaborates with Scotland Yard to apprehend some diamond smugglers. **A, Y**

THE LAW VS. BILLY THE KID (Columbia). Confused Technicolor western about a confused man. **A**

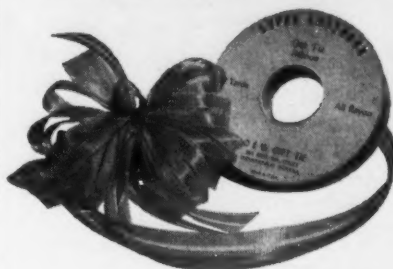
DAWN AT SOCORRO (Universal). A sordid tale of saloon life in a rough western town in the 1870's. Technicolor. **A**

TREASURY LOW?

make bigger profits
this year

\$0.45 profit on each \$1.00 Sale

Simply Show Super Lustrous Gift Tie Ribbon. It's New! It Sells Itself! 14 Gorgeous Colors. Exclusive Design. Write for FREE SAMPLE CARD and complete information.



O & W GIFT TIE

3623 W. 16th Street, Indianapolis 23, Indiana
or 7132 Knowlton Place, Los Angeles, Calif.

MAKE MONEY WRITING

.. short paragraphs!

You don't have to be a trained author to make money writing. Hundreds now making money every day on short paragraphs. I tell you what to write, where and how to sell; and supply big list of editors who buy from beginners. Lots of small checks in a hurry bring cash that adds up quickly. No tedious study. Write to sell, right away. Send for free facts. **BENSON BARRETT, 1751 Morse Ave., Dept. 5-L, Chicago 26, Ill.**

CHRISTMAS HELPER No. 54

Large selection of recitations, specials with action, pantomimes, music, etc. for complete meaningful Christmas program. Not sent for examination. Price 35c each. Order today.

The RODEHEAVER HALL-MACK CO.

105 Ninth St., Winona Lake, Ind.

FRESH PECAN HALVES

Year after year for over 20 years—

Organizations make money selling our Pound Boxes Jumbo Pecan Halves. Season starts Nov. 10th. We prepay shipments. You pay us when sold. Write **SULLIVAN PECAN CO., CRESTVIEW, FLA.**

SPECIAL INTRODUCTORY OFFER

FOR SUNDAY SCHOOL TEACHERS

To introduce the "GOOD CHEER" line of 10c Bible coloring books and 10c biography books, this special offer is made to Sunday school teachers. In ordering, mention your church. This introductory offer consists of 12 10c Bible coloring books and 8 biography books; total regular retail price \$2; this special offer, one to a teacher, \$1, postpaid. Purchase your additional needs from your local bookstore.

STROMBECK PRESS INC.

1210 Fifth Avenue
Moline, Illinois

STROMBECK PRESS INC.
1210 FIFTH AVENUE
MOLINE, ILLINOIS

SEND 12 SAMPLE COLORING BOOKS AND 8 BIOGRAPHIES. \$1 INCLOSED NAME

ADDRESS

.....

**EASY
TO USE!**



**no
matter—**

**HOW POORLY YOUR PLATE FITS
HOW OLD YOUR PLATE IS
HOW LONG IT HAS HURT YOU**

EZO Dental Cushions

are guaranteed to give you:

PERFECT FIT

COMPLETE RELIEF

LASTING COMFORT

or money back by return mail

EZO Dental Cushions help relieve sore gums due to ill-fitting plates . . . makes them FIT! . . . lets you EAT! . . . or money returned.

\$1.25 for 16 uppers \$1.25 for 20 lowers
—or send \$2.50 for both

EZO PRODUCTS COMPANY, Dep't 610-B
Box 9306, Philadelphia 39, Pa.



Now Happy! I had ugly superfluous hair... was unloved... discouraged. Tried many things... even razors. Then I developed a simple, inexpensive method that brought satisfactory results. Its regular use helps thousands retain admiration, love, happiness. My **FREE** book about Superfluous Hair explains method, proves success. Mailed in plain envelope. Also **TRIAL OFFER**. Write MME. ANNETTE LANZETTE, P. O. Box 4040, Mdse. Mart, Dept. 210, Chicago, Ill.

RUPTURE-EASER
(A Piper Brace Truss)



Double...4.95
Right or left Side \$3.95
No Fitting Required
A strong, form-fitting washable support. Back lacing adjustable. Snaps up in front. Adjustable leg strap. Soft, flat groin pad. No steel or leather bands. Unexcelled for comfort. Also used as after operation support. **For men, women and children.** Mail orders give measure around the lowest part of the abdomen and state right or left side or double. We Prepay Postage Except on C.O.D.'s. **PIPER BRACE CO.**
811 Wyandotte, Dept. C1-104, Kansas City 5, Mo.

Why Some People Call Charcoal
BLACK MAGIC

Science has found the power of Charcoal to collect and absorb gases and poisons is one of the marvels of physics. Like a sponge absorbs water, REQUA'S CHARCOAL TABLETS absorb gas and other fermenting impurities in the stomach and bring prompt, pleasant relief. A famous stomach specialist uses and recommends them. Used successfully by thousands for over 74 years. Get REQUA'S CHARCOAL TABLETS at your drugist today—300 tablets—\$1.00 or direct upon receipt of price.

FREE BOOKLET: "The Value of Charcoal." Write: REQUA, Dept. C-10, Brooklyn 16, N. Y.

- BACK TALK -



Easter in Jerusalem

TO THE EDITORS:

I was very glad to hear that Dr. Poling's group was very happy over the service held at the Garden Tomb, Jerusalem, very early in the morning. I was also blessed myself when I saw so many coming so early at the resurrection morning and I shall be only too glad to welcome Dr. Poling and his group again should he make a plan to come next year, D. V. Would you kindly accept thanks from the Warden of the Garden Tomb, Jerusalem, to Dr. Poling and his party for their liberal offering in the collection on Easter morning service.

S. J. MATTAR, Warden
The Garden Tomb, Damascus Gate,
Jerusalem (Old City)

Courier and His Friends

TO THE EDITORS:

When you report the news why not tell the truth?

Atlantic City, N. J. AGNES LEE

. . . The chief reason for my discontinuing my subscription is the blot on an otherwise good magazine—Gabriel Courier's Column. I simply cannot pay for such drivel.

Denver, Colorado MRS. R. D. PLATT

. . . Courier's editorials are good.

RICHARD J. RENZEMA
Grand Rapids, Mich.

Love's Labor

TO THE EDITORS:

I am concerned about the religious tenor of our times. In spite of rather religious efforts, there seems to be more hatred shown between sects than any other time in history. Surely the motivating power in religion is love. Then why should there be hatred shown between groups identified with it? This nation was built on religious tolerance more than anything else. Hates are even more catching than loves are. It takes some thought to further our loves, but does not seem to take any to hate.

Pembina, N. Dak. C. F. EMERSON

Sunday School Suggestion

TO THE EDITORS:

It is my wish to suggest to you that the clergy should take charge of the Sunday school and make talks that will interest children, with, of course, Scriptural teaching. To this church school service, mothers should, and would, be pleased to accompany their children. There have been no changes in the methods of teach-

ing since the inception of the Sunday school by Robert Raikes in Gloucester, England. I also suggest a lending library of well-chosen books. The importance of controlling the children is that they become the future church members.

Brooklyn, N. Y. THOMAS J. DIXON

Architectural Inspiration

TO THE EDITORS:

The lovely picture of the beautiful church tower on the cover of the August, 1951, CHRISTIAN HERALD was the inspiration for us, and the only plans we had, to build our new vestibule and bell tower at our Central Moravian Church here in Puerto Cabezas. For a long time we had wanted to build a lovely, new tower here but had no ideas. The picture is of the tower we built, copied after the unknown



church pictured on your magazine cover. We had no plans or blueprints—nothing but your picture. The measurements we guessed at. We were forced to make a few changes but we think it looks very much like your tower. We want you to know our Creole and Indian people of our mission here are grateful to you for the inspiration and guidance your front cover page gave us. None of us had ever built a big tower before. So it was an exciting experience for us. A Creole native, Oscar Palmer, a saw filer in the local lumber company, also our head organist, directed the work after his working hours.

REV. ROBERT ALLEN IOBST
Puerto Cabezas, Nicaragua

Faith Healing

TO THE EDITORS:

It is with deep appreciation that I write to you concerning the article about Christian healing by Gertrude McKelvey (June '54). The response has been over-

THESE HORRID AGE SPOTS*



FADE THEM OUT

*Weathered brown spots on the surface of your hands and face tell the world you're getting old—perhaps before you really are. Fade them away with new ESOTERICA, that medicated cream that breaks up masses of pigment on the skin, makes hands look white and young again. Equally effective on the face, neck and arms. Not a cover-up. Acts in the skin—not on it. Fragrant, greaseless base for softening, lubricating skin as it clears up those blemishes.

SEND NO MONEY—7 DAY TRIAL TEST

Send name and address. Pay only \$2.00 on arrival plus C.O.D. postage and tax on guarantee you must be satisfied with first results or return remaining ESOTERICA for money back. Or save money. Send \$2.20 which includes tax and we pay postage. Same guarantee.

MITCHUM COMPANY, DEPT. 101M, PARIS, TENN.
(CANADA \$3) 320 Jones Ave., Toronto 6, Ont.

Nagging Backache Sleepless Nights

Often Due to Kidney Slow-down

When kidney function slows down, many folks complain of nagging backache, headaches, dizziness and loss of pep and energy. Don't suffer restless nights with these discomforts if reduced kidney function is getting you down—due to such common causes as stress and strain, over-exertion or exposure to cold. Minor bladder irritations due to cold or wrong diet may cause getting up nights or frequent passages.

Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used successfully by millions for over 50 years. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 miles of kidney tubes and filters flush out waste. Get Doan's Pills today!

PEARL-PLATE FOR PROFIT AND PLEASURE

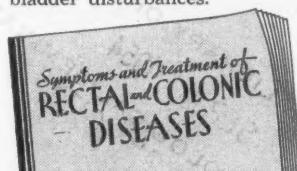
MAKE BIG PROFITS turning a thousand and one items into things of beauty and value. Marvelous new finish applied permanently to any surface. Gives a lovely, lustrous pearl coating in choice of beautiful colors. Start at home spare—full-time. Tremendous market. Baby shoes alone mean 5 million new prospects every year. Write now for FREE details that show you how to learn PEARL-PLATING. SEND NO MONEY. Pearl-Kote Co., Dept. CH10, 7217 S. Broadway, Los Angeles, Calif.

Kit Includes Instruction Course, All Needed Supplies and Beautiful Pearl-Kote Baby Shoe!

Learn Dangers of Rectal Ailments

FREE BOOK—Tells Dangers of Associated Ailments

If you suffer from Piles, Fistula or other rectal and colon troubles, learn why they often cause constipation, headaches, backaches, nausea, stomach distress or liver and bladder disturbances.



Write today—for a 40-page FREE BOOK which explains the nature of these ailments and mild treatment. Thornton & Minor Hospital, Suite 1002, 911 E. Linwood, Kansas City 9, Mo.

whelming and has evidenced the great interest which many people have in this all-important phase of the Church's work.

BISHOP AUSTIN PARDEE

Pittsburgh, Pennsylvania

... A pastor in one of our local churches recently stated that someone had asked him why God did not heal diseases today as He did in the days of the apostles. And he said the answer was, "He does." Yet, a grandson of mine, with a hand useless from the effects of polio after three operations for bone and muscle transplants, has at best only a partial use of the crippled hand. This is a far cry from the "Stretch forth thy hand" and it was restored like unto the other" technique of Christ. One of the signs of belief and apostleship in the days of Christ was the power to heal. I have seen no such power manifested by modern apostles.

MRS. WILLIAM METZLER

Oshkosh, Wisconsin

... Now I have definite instances of spiritual therapy in my ministry but I'm sure this article is misleading. It suggests that anyone can be healed at any time. Certain conditions, I believe, cannot be healed here, cpf. Paul's thorn in the flesh. Also, death is certain to come sooner or later.

REV. H. CARLYLE CARSON

Buchanan, Michigan

Temperance Campaign

TO THE EDITORS:

Recently our Sunday school (of which I am superintendent) had a discussion on temperance and what we could do to combat the liquor traffic. We finally decided on these three things: (1) Cancel all our subscriptions to magazines that carry liquor ads, and tell the editors why we canceled them; (2) subscribe to magazines that do not carry liquor ads, and tell the editors why; (3) Advocate to Christian magazines that they try to persuade their readers to do likewise.

Lacombe, Alberta, Can. R. H. FRASER

Missing Music

TO THE EDITORS:

I have tried through our music stores to get two sheets of music that are out of print. Does anyone have either or both that they would be willing to part with? The one is the duet "Something" from *The Firefly*, and the other is "The Violet, the Rose and You."

Lancaster, Pa. GRACE H. SHELLEY

Back Copies

TO THE EDITORS:

As editor of *The Message Magazine*, I am eager to complete our editorial library files of *CHRISTIAN HERALD*. At present we have no issues for the years 1937, 1938 and 1942. Can you help us?

L. B. REYNOLDS, Editor

Nashville, Tenn.

● We regret that *CHRISTIAN HERALD*'s supply of loose (unbound) copies for those years is exhausted. Could our readers help? Copies in good condition may be sent direct to the Rev. Mr. Reynolds, 2119 24th Ave., North, Nashville 2, Tennessee.

Compare the Value! FUTURO NYLON ELASTIC STOCKINGS

Save Money,
Look Better!

Only
\$3.75
EACH
\$7.50 A PAIR



Why pay \$12 to \$15 a pair for elastic stockings? Futuro Nylon Elastic Stockings at almost half the price give you greater value in comfort and wear, look better, too.

These beautiful color fast Nylons are of unsurpassed quality. They are two-way stretch, over or under knee length. Being seamless, they are almost invisible under sheerest hose.

If you suffer from varicose veins or tired, aching, swollen legs, the firm support you get from Futuro Elastic Stockings can give you untold relief.

See them at your drug store. If your druggist does not have them, order direct, giving measurement around calf and from bend in back of knee to bottom of heel. Jung Products, Inc., 316 East Court St., Cincinnati 2, Ohio.

FUTURO Elastic Stockings

Plant This Fall!

Burpee GIANT SWEET PEAS

For You to Try

SPECIAL—6 PACKETS & COLORS

\$1.50 Value 25¢

To have biggest, best, earliest Sweet Peas next season, sow seeds now! You will have deeper roots, stronger vines, and avoid risk of delays due to bad weather next spring.

SPECIAL—All 6 Pkts. of seeds, with easy directions—Scarlet, Rose, Lavender, Blue, White, Salmon-Pink, \$1.50 value, 25¢! Send 25¢ today, at our risk.

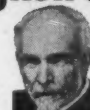
Burpee Seed Catalog FREE

W. ATLEE BURPEE CO., 345 Burpee Bldg. Philadelphia 32, Pa. or Clinton, Iowa or Riverside, Calif.

Do You Make These Mistakes in English?

MANY PERSONS say "between you and I" instead of "between you and me"—or use "who" for "whom". Every time you speak or write you show what you are. Mistakes in English reveal lack of education, refinement. Real command of English will help you reach any goal.

Only 15 minutes a day with Sherwin Cody's famous invention—and you can actually SEE your English improve. It teaches by HABIT—makes it easier to do the right way. Wonderful self-correcting lessons. FREE BOOK. Lack of language power may be costing you thousands of dollars every year. See what Mr. Cody's method can do for you: it costs nothing to find out. Write now for free book, "How You Can Master Good English in 15 Minutes a Day." Sherwin Cody Course in English, 8610 Central Drive, Port Washington, N. Y.



Sherwin Cody

Amazing New Way ^{TO} A Slimmer Figure

REDUCE WITH DELICIOUS KELPIDINE CANDY PLAN!

**"WE GUARANTEE YOU
WILL LOSE UP TO
5 POUNDS IN 5 DAYS*
10 POUNDS IN 10 DAYS*
15 POUNDS IN 15 DAYS*
25 POUNDS IN 25 DAYS*
AND KEEP IT OFF" ****

*How Fast You Lose Weight Depends Upon How Quickly You Order and How Much You Are Overweight

**You Will Always Want to Keep on Eating Kelpidine Candy—and Keep on the Plan—It KEEPS Weight Off!

**THIS CANDY MUST
TASTE AS GOOD AS
OR BETTER THAN
YOUR FAVORITE
CANDY OR YOUR
MONEY BACK!**

Now at last science has discovered a new delightfully thrilling way to take off fat—to lose up to 25 lbs. safely! The secret is that Kelpidine Candy satisfies your craving for high calorie foods! It keeps you from overeating—the reason most doctors give for being fat! It's the best aid to will power, cuts your craving for foods!

**NO DANGEROUS DRUGS!
NO HARDSHIP DIETS!**

Here is thrilling news for fat folks! You can lose up to 25 lbs. in 25 days by simply nibbling on tasty appetite satisfying candy, whenever you are tempted to overeat.

**YOUR MONEY BACK IF YOU
DON'T REDUCE TO THE
WEIGHT THAT MOST
BECOMES YOU!**

Thousands of people were amazed to find that this delicious candy plan actually takes off weight—without dangerous drugs, starvation diet, or hard-to-follow methods. Here's one way to reduce that you will want to continue with to keep off fat! The Kelpidine Candy Plan helps you curb your appetite for fattening foods, helps keep you from overeating. Now you reach for a delicious sweet candy instead of fattening foods—it kills the overpowering urge to overeat—to eat between meal-snacks. Your craving for rich, fattening foods is satisfied with this candy plan. Almost like magic you begin to enjoy this plan for reducing.

**SENSATIONAL TWO-WAY
GUARANTEE!**

This sweet delicious Kelpidine Candy plan is guaranteed (1) to

take off up to 10 pounds of excess weight in 10 days. (2) to taste better or as good as your favorite candy and to be the best plan you ever followed or you get your money back.



**SCIENTIFICALLY AND
CLINICALLY TESTED!**

That amazing ingredient in Kelpidine candy is the most remarkable discovery for fat people ever made. It's been tested by doctors in test-after-test. The results were far better than doctors ever hoped for! The results were reported in medical journals throughout the world! Doctors are invited to write for details.

**HERE'S HOW TO REDUCE
AND STAY SLIM!**

Most people are fat because of overeating—too much high calorie fattening foods—to your amazement you will want to keep on eating this delicious candy even after you have reduced to the weight that most becomes you and you'll keep your weight off that way!

**AMAZING DISCOVERY
OF SCIENCE!**

The Kelpidine Candy plan is the result of scientific research for years for a new discovery for something that will stop your craving for fattening food and also satisfy your appetite. This delicious candy does not turn into ugly fat, it gives you the same feeling of fullness you have after you have eaten a satisfying meal. It kills your desire to overeat—it kills your craving for bedtime snacks and for in-between meal snacks. It's so safe even a child

**IT'S UNHEALTHY
TO BE FAT!**

Insurance companies and doctors tell everyone that too much fat shortens your life! Fat people die years sooner than people with normal weight! So be safe! Be fair to yourself! Start taking off ugly fat with delicious tasting Kelpidine Candy plan!

can take it without bad effects. With Kelpidine Candy all you taste is its deliciousness—you can't tell the difference!

**KELPIDINE CANDY IS
DIFFERENT!**

The amazing clinical tested and proven reducing substance contained in Kelpidine Candy is prescribed by many doctors—Don't be misled by imitation products—Kelpidine Candy is the product of scientific research and is the last word in Reducing.

**DON'T CUT OUT FOODS* CUT
DOWN ON CALORIES!**

You never starve, you always feel full with Kelpidine Candy plan—You'll never suffer hunger pangs—Your desire for high calorie fattening foods is always satisfied! With Kelpidine Candy Plan you eat the same quantity of foods—you merely cut down on the high calorie rich foods with the help of Kelpidine Candy. You eat as much as you want, your calorie intake will be less—That's the delightful amazing thing!

**YOU GET A LIBERAL
SUPPLY OF CANDY!**

Try the liberal supply of Kelpidine Candy Plan on our 10-day no risk offer. Keep a record of your weight—if you are not pleased with your loss of weight; if you can taste any difference between this candy and your favorite candy—return for refund. Just fill out coupon and mail to AMERICAN HEALTHAIDS CO., DEPT. K-178, Candy Division, 318 Market St., Newark, New Jersey.

MONEY BACK GUARANTEE

You must be entirely satisfied with your loss of weight—This candy must taste as good as or better than your favorite candy—You must get rid of dangerous excess fat or your money will be refunded—Don't delay—You have nothing to lose but excess weight so mail coupon below now!



**THIS CAN HAPPEN TO YOU!
WITH THIS DELICIOUS REDUCING CANDY PLAN!**

Let this delicious candy plan help you control your desire for fattening food! Let it help you put a stop to the habit of overeating—A habit that's so hard to break! Kelpidine candy contains that new discovery many doctors prescribe to help curb your desire to overeat (the main cause of overweight).

**\$1.00
TRIAL
SAMPLE
SIZE!**

CUT OUT AND MAIL—NO RISK COUPON NOW!

**AMERICAN HEALTHAIDS COMPANY, Dept. K-178
Candy Division,
318 Market Street, Newark, New Jersey**

- ☐ I enclose \$1.00, send trial sample size, postage pre-paid.
☐ Rush a Liberal Supply of Kelpidine Candy plan—enclose \$3.00, send postage paid. (I save up to 75¢ postage by sending payment with order.)
☐ Rush a Large Economy Supply of Kelpidine Candy. I enclose \$5.00, send postage paid. (I save up to 90¢ postage by sending payment with order.)

NAME

ADDRESS

CITY STATE Sent on Approval



I just couldn't handle Stevie, until...

Things got to the point where I had to do something. Stevie didn't seem to know how to amuse himself, and yet when he was with other children it would usually end up in a fight. Then my next-door neighbor told me about Childcraft. I'll never get over being grateful!

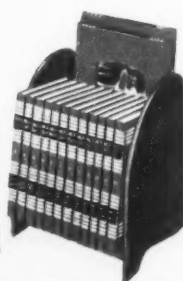
The wonderful difference Childcraft has made in Stevie is unbelievable! It's helped me understand and guide him—and it's given Stevie interesting things to do,

stories and poems, pictures—a whole new world.

Leading child specialists—50 of them from 35 universities and guidance centers—compiled Childcraft. In these 14 wonderful volumes are practical solutions to the everyday problems we mothers should be able to meet.

Do find out more about how Childcraft can help you and your little girl or boy. Send for the free booklet now.

P.S. Hear the exciting new MERCURY Childcraft records at your nearest record store!



Childcraft

America's Famous
Child Development Plan

FREE BOOKLET

Mail coupon today for valuable FREE booklet that tells how to help your child grow up happy, normal and well adjusted.

Miss Thelma Garst, Childcraft, Dept. 390
P. O. Box 3565, Chicago 54, Illinois

Name _____

Address _____

City _____ State _____

My children's ages are _____



There may be an opportunity to represent Childcraft in your community on a full-time basis. Free training. Good income and future. No investment required. For full information, write Mr. Robert Gibson, Childcraft, Dept. 490, P.O. Box 3565, Chicago 54, Illinois.

If you do not wish to mar this cover—use extra coupon on page 91

THE LIBRARY OF THE
SEP 27 1954
UNION THEOLOGICAL SEMINARY
NEW YORK CITY

WHAT TO DO FIRST

in planning a church building fund campaign



When you *first* begin to plan your next building fund campaign, it will be greatly to your advantage to discuss your plans with a firm which every year helps churches throughout the country to raise millions of dollars for improvements and new buildings.

Every day this firm practices the most successful, time-tested techniques in church fund-raising. We maintain an experienced staff of directors whose professional training is unsurpassed. Our record proves that the campaigns we direct *invariably* complement and strengthen the spiritual program of the church.

Ministers and church leaders are invited to consult us without obligation.



KETCHUM, INC.

Campaign Direction

CHAMBER OF COMMERCE BUILDING, PITTSBURGH 19, PA.
500 FIFTH AVENUE, NEW YORK 36, N.Y.

CARLTON G. KETCHUM, *President* • NORMAN MAC LEOD, *Executive Vice President*
MC GLEAN WORK, *Vice President* • H. L. GILES, *Eastern Manager*

Member American Association of Fund Raising Counsel